

CANADA'S WEEKLY NEWSMAGAZINE

Maclean's

JULY 1, 1998 ON DISPLAY UNTIL JULY 5

The

100

Most Important Canadians In History



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This Week



C O V E R

100 CANADIANS

14 For the special July 1 issue, Maclean's profiles Canadians who have made, or are making, a lasting contribution to the country. The 100 Most Important Canadians in History, selected from reader nominations and expert panels, embraces the age of John Cabot and Jacques Cartier, and the era of Roberta Bondar and Céline Dion.

64 The Diana mystery

Ten months after the fatal crash, a Paris judge is still unable to answer the many questions surrounding her death. Meanwhile, the rumour fly as a summer of rumours begins

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As an economic crisis is casting a long shadow over Canada's declining dollar. And with international commodity prices slumping, there is unlikely to be much relief in the near future

90 Selling Canada globally

David K. Foss, co-author of *Room & Echo* argues that demographics are key to reaching the needs of other nations—and to the country's future success

PHOTO BY GUY LAWRENCE FOR MACLEAN'S

From The Editor

Celebrating our successes



For the past decade, Maclean's July 1 editions have dealt with the history of the land, the contemporary only once and, on two occasions, 100 promising younger Canadians to watch—many of whom have established themselves as public presence. This week's special issue on The 100 Most Important Canadians in History will provoke debate about who has been included and who has been left out. But the inspirational stories of great accomplishments—and occasional tragic flaws—are reminders not only that Canadians have a powerful history, but that too often we focus on our failures at the expense of our achievements.

It is a message often delivered by visitors from abroad—Canada, they say, seems to be a nation in search of a problem. As Jane Fonda once put it: "When I am in Canada, I feel like this is how the world should be like."

What we seem to forget is that, in the relatively brief span of 133 years, we have fashioned a truly great land against various odds and, in the process, made numerous contributions to the world. One of the most complex federations, pre-empting Canada by about 500 years, was that of the Iroquois. The first demonstrated how to survive in the harshest of climates. In modern times, Canada is the place where the first electric light bulb was invented, along with television, the piano, roller, the zipper, Jell-O and the chocolate bar. A Canadian even shows the credit for creating Super Hero. Canadians also invented standard time, the snowblower and the short take-off land-landing plane. Then there were the personalities that truly changed the world: radio pioneer Reginald Fessenden and aviator Frederick Banting.

Some of these milestones are recorded in this week's special 33-page cover package. Fessenden and Banting are there, along with Sir William Logan, the father of Canada's geology, and the remarkable Sir Charles Saunders whose harder vision of Marconi's wheel turned the Titanic into the nation's deadliest disaster. In the realm of ideas and action, there is Northrup Frye, one of the world's great thinkers on literature, Quebec historian Abbe Lionel Groulx and women's rights activist Nellie McClung.

It may come as a surprise to many Canadians who have forgotten their history that one of the things we do best is accommodate differences. At home, the conventional wisdom is that we are a fractured, fractious land—and some weeks we are, especially when we get to thinking that the parts are more important than the whole. But in places that truly are split, such as the former Soviet Union or the Balkans, we are regarded with envy because we have managed to sort out our differences without bloodshed. It should not be beyond our grasp to solve our relatively modest, tiny problems. Clearly, if it can happen in bloody Northern Ireland, it can happen here—a place where the white line in the middle of the road was asserted.

Robert Lewis

Newsroom Notes:

The 100 Canadians

Preparation of this week's cover package began in February when Maclean's contacted historian Jack Granatstein, who is retired from Toronto's York University. Last year, Granatstein prepared a best-to-worst ranking of Canadian prime ministers for the magazine. This time, the assignment was slightly more ambitious—a ranking of The 100 Most Important Canadians in History. While Granatstein assembled a battery of experts to advise him, Maclean's wanted readers to nominate their choices for The 100.

There were hundreds of fascinating submissions, many of them incorporated into the final selection. The overall results are found in a 33-page cover package beginning on page 14. While Granatstein wrote 21 stories—15,000 words in all—Associate Photo Editor Kristine Ryall searched archives for illustrations and photos. Researcher-Reporter Michael MacLean dug out arcane details about the lives of noteworthy Canadians, some of them long forgotten by most of the public. The package was designed by Associate Art Director Giffie Selsman and edited by Managing Editor Geoffrey Stevens.



Granatstein (seated right) with (from left) MacLean, Stevens (seated), Selsman and Ryall: an ambitious undertaking

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Open-heart surgery: measuring costs but not benefits

Canadian health

It is amazing that Canadians like patient high-tech Gordon Lever can track back balances electronically but do not have access to technology to obtain the results of their own laboratory tests or a doctor's clinical impressions ("The Maclean's Health report," Cover, June 15). Studies show that timely information can improve care and that effective communication systems reduce the likelihood of error. But the information infrastructure to support health care in Canada is immature. It is astonishing, for example, that the Canadian Institute for Health Information (CIHI) project in the project does not ask health organizations to report any changes in health status associated with treatment. The result is that no health organization in Canada can inform us of our status about the overall health of care. Is there an other industry so valuable to our community that measures costs alone, but not benefit?

Dr. David Silver,
Director, Medical Information,
McMaster Medical School
Windsor

LETTERS TO THE EDITOR

should be addressed to:
Readers' Magazine Letters
777 Bay St., Toronto, Ont. M5W 1A7
Fax (416) 596-7732
E-mail: letters@readers.ca

Please enclose return address. Letters may be edited for space and clarity. Please supply name, address and daytime telephone number. Submissions may appear in Readers' Magazine online.

I was delighted that your health report described the importance of maternal health during pregnancy as a determinant of the health of the baby at birth. We know that maternal stress and lifestyle choices contribute to gestational birth and increased risk of mortality and morbidity in the newborn period. Recent epidemiological studies in several countries have also shown that weight at birth may be a powerful predictor of adult-onset disease. Low birth weight correlates with increased risk of cardiovascular disease as well as adult-onset diabetes. We are born with a genetic constitution that is programmed by the environment inside the uterus in which we develop as fetuses. In-utero programming considerably influences our health as adults. In the long run, public policy directed at ensuring our healthy development in fetuses may be the most effective way of determining a healthier life after birth.

Dr. John R. G. Clark,
Chairman, department of Physiology,
University of Toronto

While your health report provided much-needed data and analysis, my experience provides anecdotal insight. My story began last December with three days of flu, then moved on to a family GP diagnosing my swollen leg as infected, and to the emergency ward of my nearest hospital where the diagnosis of bacterial infection was confirmed and intravenous antibiotics administered. Over the next few days, home-care nurses came to my bedside as the intravenous treatments continued. The bottom line despite some rough edges and speedily wheels, I'm impressed and delighted that the system worked so well. Maybe we should apply similar management processes and handling changes to the educational, military or other aspects of the country.

Doug Morris,
Toronto

If income and social status were indeed the most important factors in determining health, and improvement would be hopeless ("Sticky babies, longer life"). Fortunately, a recent study concludes that knowledge about nutrition is critical. We don't all do everything that leads to disease and social status can grow. We just need some help learning to do a better job of feeding our

A wonderful country

The Liberal government takes away the right to free speech from Ernst Zundel because they don't like what he says. The Liberal-dominated Senate strikes down the "Son of Sam" law because it would deny the right to free speech to people like Paul Bernardo and Clifford Olson. The public service and the military have had their pay frozen for years, so the Liberal government resolves the issue by giving themselves a raise. The Mulroney Tories award the CF-18 program to Quebec even though Bristol Aerospace had a lower and better tender. The Liberals try to fail. Then, the Liberals get into power and give a \$2.8-billion contract to Bombardier with no tender process. The Liberals, when in opposition, cradled and long about conflict of interest in the Mulroney government. Then, we find that Jean Chretien, before he is turned to politics, could buy stock under value from a business cronie, and it is a week later at a big profit, but that's not conflict of interest. Chretien has a relative in a high position at Bombardier, but getting it a contract with no tender is not a conflict of interest. Ah, yes, it's a wonderful country we live in.

Steve Hunt,
St. Albert, Alta.

And our children. If nutrition ignorance is a root cause of stress and high health-care costs, let's focus our resources to support school programs, public health workers, community programs and public education that deliver nutrition education.

Pete Phoenix,
Western new president,
Canadian Heart and Stroke Foundation
Windsor

Scared of megabanks

The articles on banks were well presented and balanced ("Shunning to the altar," Business, June 8). There is one aspect, however, that is obscured by the focus on bank profits. I don't care if banks have five times their profits, the problem is the value of money that Canadians get for their deposits and loans in a protected market. This is even more crucial when the fact that the projected megabanks will control about 70 per cent of financial assets among them. This is a scary thought to me as a consumer and as a businessperson. As CEO of a bank in the United States, responding to the merger was there, said: "You do it get big to get better; you get better to get big." I have a

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one time or another been a client at most of the Big Sex banks in Canada and the horror stories I could tell you would be enough for a whole article. I am therefore now a member of a credit union.

George Munro
Hawthorne, Jr.

Playing favorites

Awarding the largest contract in Canadian history, without competitive bidders or a demonstrate tendering process, makes a mockery of the free enterprise system this government is supposed to represent ("Anger over Bombardier," *Canada Notes*, June 15). The government claims there was not enough time to use the normal process, but using this excuse opens up a whole new exercise in which it can ignore schedules and award whatever it wants to its friends. This action sets a dangerous precedent.

*Ferni Malheur,
Clatskanie, Ore.*

'Dismal laurel'

The letter from William Shushkov's "Friend" in *Drum*, June 1951, seemed to grant out that the Russian war was the greatest maritime disaster. However, the American Civil War Salamis tragedy was not the ultimate one either. That dismal battle resulted with the Jan. 30, 1845, Wilhelm Goshoff sinking in the Baltic, which claimed close to 7,000 lives. The Goshoff was a German liner that departed from Gdynia, Poland, heavily overcrowded and took three torpedo hits from a Soviet submarine. The Goshoff was carrying military evacuees, civilians and refugees fleeing before the advancing 1st Army. It recovered virtually no press because Soviet censors had a "good eye" for the German ship. It was killed by a Soviet submarine, but never used. It only became war was ended off the coastline, close to Gdynia.

James V. Allen, Editor
Cambridge, Mass.

Maclean's

Canada's Attorney General

[illegible]

The Road Ahead

A soldier's stories

As a former military member who served in the communication reserve and the regular force from 1976 until 1991, I was saddened but not surprised by your cover stories, "Rape in the military," May 25, and "Sporting out," June 11. My own experiences show there are two sides to every story.

During the summer of 1978, I was at National Cadet Camp Whitehorse as a recruit. A young cadet corporal working as an instructor brought a female cadet into the communication centre, where I was working on a midnight shift. She said that the girl in the next room had been raped. I immediately contacted the evening duty officer, a regular force lieutenant. He and I went to the raped girl's room where we found a 19-year-old cadet instructor passed out drunk on the girl's bed. There was blood and semen all over the bed. The lieutenant ordered me to call the RCMP and the cadet instructor was arrested. The young girl was taken to hospital by a medical officer.

Ther, while posted with 1st Canadian Division Headquarters and Signal Regiment in 1990-1991, I heard about an investigation concerning a young former private who accused a male private of sexual touching in her room in the barracks.

Kelly M. Pearce,
Delaware, OH

Those in command chose to believe the girl and began a series of actions that led to an 18-month stagnation of the young man's career. Things were finally cleared up when the case went to civil court and was dismissed for lack of evidence. Unfortunately for the male private, the consequences included a delay in his promotion to corporal which may have deprived him of as much as \$7,200. It was a case in which the young male private was presumed guilty and punished accordingly until the truth came to light.

[illegible]

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Evelyn: Rose Marie Randall

[illegible]

Chinese events:
 Chunfeng Festival, Tuzhen, Wuyang
 Qixi Festival, Wuyang Festival, Wuyang Festival
 Jizhen Festival, Wuyang Festival, Wuyang Festival
 Wuyang Festival, Wuyang Festival, Wuyang Festival
 Wuyang Festival, Wuyang Festival, Wuyang Festival

New Hottests: Michael Biehn's *Savage* (*Battle Creek*)
Blackboard Jungle, *Good Bye*



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Opening NOTES

Edited by
TAMARA
GARDNER

The revenge of the street hockey moms

A Niagara Ont. residents celebrated last week when Steve Yermolen's Stanley Cup win last week with the Detroit Red Wings, then all mothers were counting a power play off their own. After an anonymous neighbor complained to the league office, they had both playing hockey in the street, the group went on the offensive to pressure city hall into attending the 25-year-old by-law banning what amounts to a Canadian tradition. They have collected more than 300 signatures on a petition demanding supervised road hockey on side streets and have the public support of Yermolen's family. Chris Yermolen, 35, says that last brother, Steve, was named the Coca-Cola Sports Award for playoffs MVP—spare hundreds of hours playing road hockey as a youth. "It was an integral part of his development, and I can't see why a by-law is needed," says Chris, a journalism student at Ottawa's Agnes

Scum College, who still lives in the area. "Kids simply have to be taught common sense."

During a meeting with the mothers last week, some city councilors acknowledged that they played road hockey as kids, but argued that dangers to children playing in the street outweighed any benefits. A decision will not be made until October, which left one of the activists, Megan Lapsley, ready to drop her gloves. She promises the group will lobby provincial and federal politicians if necessary. Says Lapsley, a 25-year-old mother of three road hockey enthusiasts: "We're in a city that's safe and we're not going away." Spoken like a true hockey mom.



Niagara kids support from Steve Yermolen

CAPITAL CONFIDENTIAL

Along with the news that Joe Clark would throw his hat into the federal Progressive Conservative leadership race, another announcement Tuesday was related to one of the most in-bucklers of the ex-prime minister. Now, with Clark widely expected to win a second leadership in July on June 25, that second shakedown has disappeared. A group of past and present Alberta MLAs—led by former Alberta oil minister Albertus Dennis Anderson—has formed a list of Joe Clark's contacts. Moreover, a list of federal Tory caucus members is expected to be sent when Clark announces his withdrawal through new party rules may reduce the influence of the "haves" by leaving young new power brokers out in the cold.

Leading Clark's contingent will be Nova Scotia MP Scott Brison—who once considered a run at the job himself—and New Brunswick

John Doherty. The group is also expected to include Manitoba MP Rick Boissonault, Newfoundland MP Norman Doyle and New Brunswick's Gilles D'Amboise and Don Laidlaw. The list also contains one member who had been considering a run at the postmaster and is expected to announce his support for Clark. Even Clark's campaign manager bears a link to Tory star: Western pillar Ian Macdonald's father, Allan, was defence minister during Clark's nine-month government loss in 1979-1980.

Bligh Spagitt will sign a campaign card claiming to use PC language. Spagitt holds the leading of a list of former cabinet ministers from the Brian Mulroney years, including Barbara McDougall, as well as former Ontario premier Bill Davis. Her hard core jankies at the next provincial party leadership campaign is hard to resist.



Thompson: a 'too modest' husband

Remembering a UN contribution

Even the most methodical of negotiators needs constant updating. Consider John Humphrey, the unusual author of the first draft of the Universal Declaration of Human Rights, who this summer is being honoured posthumously with a major exhibition at Ottawa's National Arts Centre to mark the 50th anniversary of the adoption of the document. Until 1989, the author of the declaration was widely accepted to be René Cassin, the French diplomat who won the Nobel Peace Prize in 1958 for his work on creating it. "This brilliant John," says Montrealer Humphrey, whose husband was the first director of the human rights division at the United Nations. "But he was far too modest to ever make an issue of it." Instead, that was left to his literary executor, John Hobbins, now assistant director of McGill University libraries who, while looking through Humphrey's archive papers in 1986, discovered his first draft of the document. Despite protests from the French government, Hobbins published his findings in the annual McGill University Libraries' journal *Revue*, a year later.

Since then he has tracked the lineage of Humphrey's reputation: first weeks ago France will announce in the New York City-based *Franklin* and Eleanor Roosevelt Institute after discovering that its official Web site for the 50th anniversary credited the first draft to Cassin. But Hobbins had no role in the next move for Humphrey—a 45-cent commemorative Canadian stamp set to be launched in the fall. A flood of letters from scholars, including former federal New Democratic leader Ed Broadbent, convinced Canada Post to waive its usual requirement that a person be dead a decade before being honoured with a stamp. Humphrey, who died in 1985 at age 89, is gone but definitely not forgotten.

DOUBLE TAKE

Kerrin Lee-Gartner

For seven years, Kerrin Lee-Gartner was among the clan of downhill skiers, consistently placing in the top 10 on the World Cup circuit. But she had only one podium finish, a third, before going into the 1992 Albertville Winter Olympics. And so victory was as unexpected as it was sweet when she blazed down the perilous Roc de Fer to win gold—Canada's first Olympic victory in the downhill event. Now retired from the sport and a mother of the two 11-year-old is amazed that she ever took on the course. Last year she watched at the Fréchet—still considered one of the toughest women have ever raced—do a retrospective piece for the CBC, for which she did so commentarily. "I slid for downhill and really couldn't believe I raced down there," says Lee-Gartner with a laugh. "I thought, I must have been a little bit crazy the day I won that gold."

After her Olympic win, Lee-Gartner mounted the World Cup podium seven more times. But after Austrian Ullrich Maier crashed and died in a race in Garmisch, Germany, in January 1994, Lee-Gartner faced fear for the first time. "I was already married, and my new goals were to have children and raise a family," she says. "I didn't want anything to come in the way of that."



Now and in 1992 (top), slowed down



MARY MENNETH

BEST SELLERS

FICTION

1. *A Million for One Day*, John Irving (3)
2. *The Secret Garden*, Johanna Lindsay (2)
3. *The Secret Garden*, Johanna Lindsay (2)
4. *The Secret Garden*, Johanna Lindsay (2)
5. *The Secret Garden*, Johanna Lindsay (2)
6. *The Secret Garden*, Johanna Lindsay (2)
7. *The Secret Garden*, Johanna Lindsay (2)
8. *The Secret Garden*, Johanna Lindsay (2)
9. *The Secret Garden*, Johanna Lindsay (2)
10. *The Secret Garden*, Johanna Lindsay (2)

NONFICTION

1. *The Life of the Mind*, Thomas Cahill (1)
2. *The Life of the Mind*, Thomas Cahill (1)
3. *The Life of the Mind*, Thomas Cahill (1)
4. *The Life of the Mind*, Thomas Cahill (1)
5. *The Life of the Mind*, Thomas Cahill (1)
6. *The Life of the Mind*, Thomas Cahill (1)
7. *The Life of the Mind*, Thomas Cahill (1)
8. *The Life of the Mind*, Thomas Cahill (1)
9. *The Life of the Mind*, Thomas Cahill (1)
10. *The Life of the Mind*, Thomas Cahill (1)

A jigsaw puzzle family saga

Saskatchewan's Terry Jordan, a newsmen on the fiction scene, has written an emotional story about family secrets in *Shattered*. That story may have been in his 30s, Nathan Mann still questions his chaotic childhood. Posing together overboard conversations and unexplained encounters, he answers for a truth that could destroy his family.



Passages



REVEALED: That New Age guru Carlos Castaneda, believed to be 72, died in April of liver cancer at his home in Woodstock, Calif. Castaneda was an apprentice of a Mexican shaman, and his books on the experience garnered a following of millions.

AWARDED: The 1997 Virginia Pansy Prize to Brandon, Man., against James Sheehy, 22, in Ottawa. The \$25,000 award is for young performers of classical music.

DIED: Architect and urban planner of the Brazilian capital Brasilia, Lúcio Costa, 96, in Rio de Janeiro. Costa created the futuristic city in the 1950s.

DIED: Franco's best-known nightman, Eric Tabarly, 66, who drowned after falling off his boat near Wales. Tabarly won numerous solo races, including the first solo Transat across the Atlantic.

DIED: British cartoonist *Peggy Smythe*, 81, of cancer, in Hertfordshire, England. After Smythe created the comic strip *Andy Capp* in 1957, it became a fixture in newspapers around the world.

DIED: Leading Muslim cleric *Sheikh Mohamed Mawla Shurrah*, 87, near Giza, Egypt. Shurrah served as minister of religious endowments under former Egyptian president Anwar Sadat.

DIED: Best-selling French cookbook author *Gertrude Mathias*, 91, in Paris. Mathias' cookbooks, *Le cuisinier*, was first published in 1932 and has sold more than five million copies.

DENIED: Convicted murderer Clifford Obert's request for a Supreme Court appeal in Ottawa, Ont., 58, was seeking a reversal of an August, 1997, ruling, which prevented him from seeking early parole under the short-bag case law.

GOLDFARB POLL

As Canada Day approaches, opinion will come to the fore. The degree to which people agree with the statement "I am proud to be Canadian."

	Total percentage of adult Canadians	B.C.	Prairie	Ontario	Quebec	Atlantic	Canada
Agree strongly	60	66	62	60	50	59	
Agree somewhat	15	11	8	8	33	7	
Disagree somewhat	4	1	-	1	12	2	
Disagree strongly	1	-	-	-	4	1	

See pollster's survey and survey, 1997

Editorial: A Canadian's Choice

100 Canadians

Maclean's ranks the famous—and the forgotten—who most inspired the nation

Canadians are a strange people. We complain that our history is boring, because we have no Jacobin or Churchill, no Civil Wars and no Dunkirk—but then we denigrate the American or British authors who leave Canadian achievements and individuals out of their books that assess the great events of past and present. We claim we have few heroes, but laudate our hockey stars, successful entertainers, and the occasional prime minister who pines in the limelight and gets away with it. The problem, more correctly put, is that Canadians don't know their own history and sometimes understand too little about their present. We have always read more British and American books and magazines than our own, and today we watch U.S. television and movies and neglect our own publications and productions. We continue to be caught up in global events—especially American—at the same time as we express profound borders with the intriguing intricacies of our own constitutional and political wranglings. And some have to judge by the copings of critics and separatists.

In fact, to approve with the eyes to see, Canada is a huge success, a nation that has overcome most of the problems of assembly and regionalism, race, religion and class to build a garden in the wilderness. And, astonishingly, we have done this with out civil wars and with remarkably little blood on our hands or much justifiable collective grief. Canada is a nation that has altered and continues to offer the opportunity of a good life to the vast majority of its citizens. These undeniable achievements were not providential, instead they were the product of the efforts of countless millions of ordinary women and men, the native peoples who lived here from time immemorial and the immigrants who began pouring into this land from the 16th century onwards. All contributed to building this country—the settlers laying corduroy roads and building the pioneer rail, the immigrant laborers pushing the railway across the continent, the construction workers building the cities and the miners digging out the treasures of the earth, the parents struggling to raise their families in hard times, as well as the legislators from backwoods ridings and urban con-

stituencies who represented their citizens' interests in the capital. Canada has always been a collective work—and the work is still in progress.

Ironvally, however, some individuals stand out for their great achievements. Some made a difference to the way we live. Some led us in war and set an example of courage, duty and service. Some changed our laws or carved a nation out of fractious colonies and kept it together

through war and depression, peace and prosperity. Some wrote great books that inspired the mind while others entertained us, even moving us to tears with their dancing artistry or subtle skills. Some were business leaders who found better ways of making goods and selling them to Canadians and the world. Some were scientists talking in obscurity until a discovery altered the lives of millions. And some were characters who entertained or appalled us, leaving Canadians shaking their heads in wonderment.

The 100 Most Important Canadians in History looks at these individuals who made a difference. These are the men and women who, for good—and sometimes for ill—led Canada to where it is today at the edge of the millennium.

In preparing The 100 Most Important Canadians in History, Maclean's decided to focus on 10 broad categories—Activists, Artists, Scientists, Thinkers and Writers, Characters, Discoverers and Innovators, Entrepreneurs, Heroes, Nation Builders, and Scientists.

Next, we had to define "important." Did media stardom equal importance? Were wealth and power a measure of importance? And how to compare importance in one field with another? In the end, we defined importance as a balance of character, enduring achievement, influence, renown, and an individual's contribution to Canada and the world. Even so, exclusion in the list could also be argued

for someone that had great effect on Canada and Canadians. We decided that a person's contribution counted for more than a strict definition of citizenship, which allowed us to include some of the early explorers, along with Alexander Graham Bell, who remained a U.S. citizen despite his close connection to Canada.

Then came the hard part. Who went? The 100

We contacted experts in each category and asked them to provide a ranked order of names. Meanwhile, Maclean's invited readers to make nominations—and hundreds flooded in, touching on every aspect of Canadian life. Some readers suggested celebrities, like the Group of Seven, and we included a few.

Many of the same names were nominated by both readers and the experts. Their choices generated the list of

100. There followed a long discussion to finalize the leader in each category, then to select the overall No. 1 Most Important Canadian. You will find our verdict in the following pages.

But let's be honest. Although we consulted widely, the list is arbitrary. Any such list is bound to be. Different experts and readers could have produced a much different list.

We know the present list gives too much weight to "dead white males" from central Canada who held power and had the greatest opportunities throughout the very periods of Canada's history. We tried to offset this by making widely over time and taking account of the requirements of balance—regional, gender and ethnic—and we endeavored to be inclusive. We failed—because the weight of history and accomplishment most demonstrated that we must. If a list of this nature is prepared in 2050, it will look very different as more women and recent immigrants rise to the pantheon of Canadian achievement.

Notetheless, the list is representative, a record of courage and accomplishment to make Canadians proud. We trust that it will also inform, entertain, surprise—and possibly even outrage some readers. Here, then, are The 100 Most Important Canadians in History.

Jack Granatstein helped Canadian history at York University in Toronto for 30 years. He is the author of many books, the most recent of which is *Who Killed Canadian History?* published by HarperCollins. He is now director and CEO of the Canadian War Museum.



BY J.A.L. GRANATSTEIN
The articles in this cover package were written by Granatstein for *Maclean's*.

Maclean's TOP TEN

1. Gen. George Philip Foster
2. Northington
3. William Lyon Mackenzie King
4. Samuel de Champlain
5. Glenn Gould
6. Dr. William Legere
7. Nellie McClung
8. Jay Lovell
9. Tom Longboat
10. K.C. Irving

The Panelists

Shirley Appel, art expert and philanthropist
David Bensoussan, historian, University of Calgary
Carl Berger, historian, University of Toronto
Serge Bouché, director, history and heritage, National Defence Headquarters
Robert Bowers, visiting fellow, Woodrow Wilson Center, Washington
Phyllis Breen, collector, Phyllis Breen Books, HyperColours Publishers
Perry Bryden, historian, Mount Allison University, Sackville, N.S.
June Caldwell, television host, who wrote *The 100*
Olyv Dickinson, historian and professor emerita, University of Alberta
John English, former member of Parliament, historian, University of Waterloo
Charlotte Gray, author and artist
Norman Hillmer, historian, Carleton University
Jeffrey Keshen, historian at, University of Ottawa
Mark Knapall, philosopher, University of Toronto
Bruce Kidd, author, director of school of Physical and Health Education, University of Toronto
Trevor Lewis, historian of science, University of Toronto
Duncan McDowell, historian, Carleton University
Glenwood Morley, director, McGill Institute for the Study of Canada, Montreal
Bernard Olyv, former cultural development officer and author
David Power, cultural officer and author
Jacques Rouillard, historian, Université de Montréal
Patricia Roy, historian, University of Victoria
John Sargent, historian, York University
Roberta Steiner, art director, *Canadian Art* magazine
Jean-Pierre Villard, former national activist of Canada
David Zimmerman, historian of science, University of Victoria
Lynn Ait, CBC television personality and humorist

Among the 55 million people who have lived, worked and loved in Canada over the centuries, a few can claim to have made a real difference. In *Maclean's* view, one man stands above the others. A man of courage and sacrifice, in war and peace, he exemplified the best in his countrymen. He is the leading Hero—and the Most Important Canadian in History.

Georges Vanier

Heroin is not a word or a concept that comes naturally in Canadian minds. The very idea goes against the Canadian grain. For we are a small country with a colonial past. We have not lived the great military figures or legendary national leaders who fill the history books of Britain, France, Germany and the United States.

But we do have heroes, those who served as great examples. Take Georges Philippe Vanier, a young lawyer who joined the 22nd Regiment, known as the Van Doo, at its creation in early 1915, and served overseas with great courage, winning a Military Cross and the Distinguished Service Order, until he was grievously wounded during the Hundred Days, the great end of the First World War advances at the Canadian Corps. Vanier was shot through the chest and wounded in both legs, and his right leg had to be amputated. Convinced in the tiny postwar Canadian Army despite his disability, Vanier took command of his beloved Van Doo in 1925. Then, with the lovely, gracious Pauline Archer, the daughter of a judge whom he married in 1931 and with whom he had five children, he moved into diplomacy, serving first as military representative in the Canadian legation at the League of Nations, and then at the Canadian High Commission in London, the Legation in France and, after the Nazis occupied Paris in 1940, representing Canada to Charles de Gaulle's Free French in London. Vanier also worked at the sometimes difficult task of recruiting Quebecers to serve in the Canadian Army. He then became Canadian ambassador in Paris, then in the libranas in 1964 until his retirement in 1975.

Few Canadians outside the army and the department of external affairs knew much of Georges Vanier until John Diefenbaker named him governor general in 1969 when he was 73, the second Canadian and the first French-Canadian to take that post. Governors general can be austere, like Vanier's predecessor, Vincent Massey. Vanier was not. They can be patrician, or overblownly refined politicians, there was none of this in Vanier. As governor general for almost eight years, he was the exemplar of service and duty and courage—the great military virtues that he embodied and honored. In constant pain from his war wounds, in increasingly ill health, Vanier did his job superbly. He presided over government functions in Ottawa

and opened garden shows in Saint John, N.B., and Victoria. He reviewed graduation parades at the Royal Military College and presented orders to historic regiments. He spoke to rich and poor in the same way. He made confident well-rehearsed speeches in perfect French and equally perfect English, and everywhere he talked of the joys and duties of being Canadian.

There were few governor generalships from him, and Canadians across the country loved him.

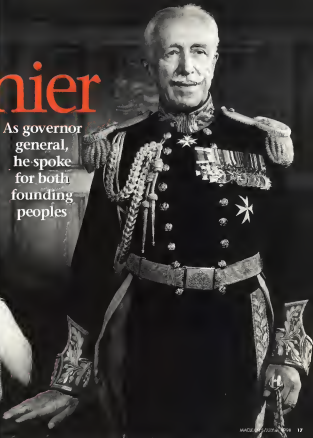
Even when he was dying, and knew it, he carried on. One journalist recalled the usual stoking and tobogganing party at Rideau Hall for the media in 1987. "There was no reason for him to go through with the party, as an event it wasn't that important." But he did. Late in the evening, wearing a toque, Vanier was pulled into the "Red Room of Rideau Hall in a toboggan and his wife, Pauline, delivered a last speech for him. "It was a very Canadian moment," the reporter reflected. "As my knowledge, it was his last public appearance. Within weeks, he was dead. He had a sense of duty or obligation that was, and is, quite remarkable."

Duty, obligation, service—these are words that, like heroism, Canadians are inclined to avoid. But Vanier epitomized all those noble ideas, and as governor general he represented in his person all those who went overseas to end their lives for abstract concepts like democracy and freedom—and, yes, duty, obligation and service to a higher ideal than self. Vanier was Canada's moral compass as governor general, an uncorrupted man of probity and honor. Journalist Claude Ryan said of him that "he set his sights on the goal of giving to Canadian public life a sort of supplement in its soul, an infusion of high principles, even of pure and simple spirituality."

It should come as no surprise that Georges and Pauline Vanier today are candidates for sainthood in the Roman Catholic Church. That pure and simple spirituality of which Ryan wrote was something they shared and passed on to their children, not least their eldest son, Jean, whose L'Arche (the Ark) in France became an international movement of small communities where the mentally handicapped live and work with their caregivers. After her husband's death, Pauline Vanier went to France and helped her son until her death in 1981.

Canadians who think they have no heroes should think again.

As governor general, he spoke for both founding peoples



MOST
IMPORTANT
CANADIANS
IN HISTORY

HEROES

1. **Gen. Georges Philippe Vanier** (1888-1967)
2. **Douglass**
3. **Maurice Richard** (b. 1921)
4. **Louis St-Laurent** (1875-1958)
5. **Tecumseh** (c. 1768-1813)
6. **John A. Macdonald** (1804-1891)
7. **Yvonne Fox** (1918-1981)
8. **Robertson** (b. 1945)
9. **Wesley Merritt** (1900-1937)
10. **Ann of Green Gables**



A.R. Johnson
Whitby, Ont.



Thomas White
Newmarket, N.H.T.



Steve Chang & Sylvia Wang
North Vancouver, B.C.



Chen and Roger Moush
Regina, Alberta



Frank Potts
Regina, Saskatchewan



Laura Dylis
Winnipeg, Manitoba

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The Gabriels
Pikering, Ontario



Charles Tremblay
Montreal, Quebec



Mr. Gossard & Mr. Fawcett
Tillamook, Ore.



Mr. Smith-McCormick
Fredericton, New Brunswick



The Harbours
Summerside, N.E.C.



Thomas Raymond
Moncton, New Brunswick

From an Indian chief to an astronaut

How can there be two imaginary figures, two literary creations, on a list of Canadian heroes? Single Henry Watrous, Langfellow's poem *Evangelist*, published in 1847, helped preserve the Acadian people as a distinct society. Separated from home after the British conquest of the Acadians in 1765, *Evangelist* lived him years later after an epic of wandering, only to arrive as he lay dying. Heartbroken, Langfellow's heroine, too, died soon after, but *Acadia* survived in an anglophone sea, its spirit embodied in her persistence. Anne of Green Gables, the spunky, red-headed Prince Edward Island orphan created by Lucy Maud Montgomery soon after the turn of this century, similarly became a model of courage and persistence for generations of young Canadians, girls and boys alike. *Evangelist*, too, an experience reinforced by television. The two fictional characters mattered in their day and they matter still.

Two hockey heroes, both Montreal Canadiens, also mattered. Centre *Moreno*, the "Stratford Streak," played his heart out in game after game with speed, power and creativity. His leg badly broken on the ice in January, 1932, *Moreno* died of complications in hospital two months later. His funeral service jammed the Forum, and the cortege passed by 300,000 silent hockey fans in the streets. They were perhaps about as many in the streets of Montreal after NHL president Clarence Campbell suspended *Moreno* (Rocky) *Richard* for the rest of the season for drinking an afternoon and attacking a Sicilian fan in the 26th row, but they were rioting in protest. The fiery-tempered *Richard* was the most dazzling player of his era, the first to score 50 goals in 50 games, and an almost demonic figure to gamblers who cowered in the glare of "his eyes, glowing like a set of high beams," as Terry Sawchuk, one of the best netminders ever, put it. And when Campbell suspended him, his fans unleashed darkness on Montreal.

Emotionally, but less violently, Canadians cheered *Billy Barker* and Terry Fox, too. Barker won the Victoria Cross and an extraordinary chestful of medals

for his gall during the First World War, including an epic single-handed combat against 40 German aircraft just before the armistice in which, though wounded, he shot down four before crashlanding his own fighter. After unsuccessful business ventures, Barker briefly repaid the war hero, then working for Churchill Aviation, he died in a crash in 1930. His funeral in Toronto drew 30,000 mourners.

Terry Fox captured the hearts of Canadians with his Marathon of Hope in 1980, a money-raising run for cancer research across Canada. Fox had lost his right leg to bone cancer when he was 19, and his curious happenings, covering an astonishing 40 km a day and more than 5,000 km in all, warmed the hearts of Canadian and made those who saw him reach out their pockets. Before he could finish his trek across the land, cancer was discovered in his lungs, and he was forced to yield to his disease. He died the next year, just 22 years old, but, as Mount Allison historian Penny Bryden noted: "The courage he showed in the face of adversity gave Canadians a symbol of humaneness." Both Fox and Barker died too young.



Evangelist she epitomized the Acadian spirit

Roberta Bondar, Canada's first woman astronaut, became a hero as soon as she went into space in the NASA shuttle *Discovery* in 1992. A physicist specialist in charge of the shuttle's microgravity laboratory, she was almost certainly better qualified than anyone, man or woman, who ever went into space. With a PhD in a neurobiology, a medical degree, and post-graduate training in neuro-ophthalmology, the articulate and tough scholar remains a role model for every bright female science student. "I wanted to be as qualified as possible," she said, "so if people didn't want me, they'd have to say: 'Look, you're a woman and I don't think you can do it.'"

For (left), *Bondar* and *Richard*, *Canadians* are wrong to conclude that the country has failed to produce its share of great heroes.



Louisa Second was the role model of her day, the personification of Canadian respectability in American eyes, the Loyalist housewife who, according to legend, led her cow through the lines of the invading Americans in the Niagara Peninsula in 1813. She had overheard U.S. officers discussing their plans to attack the British garrison at Stony Creek, and Second's early warning resulted in the ambush and surrender of the overconfident attackers.



Second: he died in the 1812 war

Finally, Tecumseh was Britain's and Canada's greatest Indian ally during the same War of 1812. Trying to forge an Indian confederacy to check American expansionism, Tecumseh, a Shawnee war chief, allied himself with Britain and played a key role in the war's opening months that saw the British retake the preserved Canada. But at the battle of Mackinac Island in October, 1813, the British troops fled and Tecumseh was killed fighting a rear-guard action. "We are determined to defend our lands," he had vowed, "and sit on the wall of the Great Spirit, we wish to know our bones upon them."



A towering figure in Canadian letters

THINKERS AND WRITERS

Northrop Frye

Canada has produced a truly impressive array of intellectual talent—from celebrated economists to internationally acclaimed novelists. Maclean's choice as Canada's leading Thinker and Writer was also a legendary teacher, a professor of English who was widely recognized as "the foremost living student of Western literature."

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"To, I don't want to be a professor," the young Northrup Frye wrote to his fiancée, Helen Kemp, in 1932. "There is something about such an eternally cultured occupation that would make me feel as though I were shabbing something." After all, what does a professor do but deal "with a crowd of half-tamed little savages who get no good out of human intellect, learning and, in some cases, the relation of his personality?" But a professor Northrup Frye would become, training thousands of students in his career at Victoria College at the University of Toronto and radiating his personality through Canada and the world of letters. His book *The Great Code*, in which he portrayed the Bible as the fountainhead of all Western literature, made the bestseller lists in 1952. Frye, because, to one American expert, "the foremost living student of Western literature," and, to another, "a cultural hero for Canadians."

It was all true. Born in Sherbrooke, Que., and educated in Montreal, N.B., until he went off to university in Toronto and Oxford, Frye was an erudite amateur who never preached. He began teaching at Victoria College in 1939 and, though he wrote a number of shrewd essays and commented sharply on the state of Canadian poetry, his first big book, *A Reader's Guide*, came in 1947. This was a revolutionary study of William Blake that, according to the Bible and John Milton, laid bare the symbolisms Blake employed.

His next major work gave him his great reputation: *Anthony and Cleopatra* was an attempt to revise all literature systematically to other literature, to develop a comprehensive system of critical principles. In effect, he uncovered the universe of verbal symbolism shared by all Western writers. There were critics already of his approach, but Frye seems to have persuaded most that literary criticism, as he practiced it and others should, was a discipline in and of itself. His later books merely added lustre to his already towering stature.

But Frye was not merely a dry-as-dust academic, mangled in recent thoughts. "For undisciplined wisdom," Margaret Atwood wrote, "Frye was a kind of master... you merely saw him (but you could hear him) saying 'When she finally took his course on Milton. Anecdote at last saw the master at work 'Pure prose, in oral sentences and paragraphs, issued from his mouth. He didn't say 'you' as most of us did, in lesser sentences unfinished, or correct himself.' It was, she observed, 'like seeing a magician produce birds from his hat.' Frye treated teaching as a sacred trust, and he bent over backwards not to intimidate his students, in fact, he seemed intimidated, often even embarrassed, to be in the presence of students outside his classroom.



"Frye, looking in 1930 for Maclean's about the poem"

But Frye influenced everyone he taught and who read him. He didn't pretend to be a sage, but his great ideas reached across the world, wherever English literature was read. And he inspired his own country. His work on the small left-wing political-literary magazine *The Canadian Forum* in the 1930s and 1940s was important for pointing to the strengths and weaknesses of newly developing Canada. His articles and essays on the long-sought Canadian identity and on Canadian writers, collected in *The Book of the Dead* were, George Woodcock noted, "penetrating but endlessly patient," as he explored the function of the writer in a society emerging from colonialism. The "common sensibility" of the early days when Canadians believed they had to protect an Anglophile culture as an alien addendum was gone, Frye said, and despite the "venery, injustice and anarchy" of the world, what my "master once, eventually, is what can be created in the face of the chaos he also creates."

THINKERS AND WRITERS

1. Northrup Frye (1912-1993)
2. Alice László Goss (1878-1967)
3. Harold Innis (1884-1952)
4. Stephen Leacock (1869-1944)
5. Thomas Hodgkin (b. 1951)
6. Father Jean de Brébant (1913-1949)
7. Catherine Parr Brill (1902-1899)
8. André Laurendeau (1912-1968)
9. Gertrude Fay (1909-1983)
10. George Woodcock (1912-1995)

To Frye, ultimately a social critic, Canada was a country that was ruled by accountants, and partly as a result it "has passed from a pre-national to a post-national phase without ever having become a nation." He added that "the Canadian identity is bound up with the belief that the end of the rainbow never falls in Canada." Perhaps that was true, but the rain bow's end fell on Victoria College so long as Frye was there. He died in 1991, age 78, the most beloved of Canadian scholars.

Canada's best, they made us think—and laugh

For a small nation, one that has often believed itself profoundly tolerant to British and France and its super-power neighbor, Canada has produced a goodly number of intellectuals and writers. They have changed the way we think, and they have made us laugh and cry, and those are no mean achievements.

Consider **Pauline Jean de Bérubé**, the Jewish girlhood killed by the Nazis in 1949 and made a saint in 1956. It is not her conversions among the Bhoros or her marriage that we recognize here, but her contributions to *The Jewish Religion*, the great record of the time when Judaism and French first met. Bérubé was the most important witness of the contact period, the best observer of the Horens before they were largely destroyed. His writings also tell us much about the kind of men who came to Canada as missionaries. "Without doubt," he said, "a strong back and much patience are needed. Anyone who thinks of coming here to seek might be God will be sadly disappointed."

The **Lipson** **Caroline** **Barry Trill** came to two centuries after Bérubé was more settled, but it was still wilderness enough to justify her calling her first Canadian book *The Barbarians of Canada*. A loving observer of nature and people, Trill's story was one that "bespeaks the quiet triumph of the English Protestant spirit not only in seeing harsh conditions cheerfully and with curiosity but also in carrying forward the banner of Christianity and civilization." But, she added, "Canada is the land of hope, here everything is new, everything is going forward." That attracted many, she said, it was true.

"My parents migrated to Canada in 1876," **Stephen Leacock** wrote, "and I decided to go with them." As he was six years old, his was no easy decision, but that understated humor became his trademark and Leacock a university economist became the early 20th century's humorist and best-selling writer in English. Leacock told of the ordinary man's terms of battle of the intellectual horrors of Canadian education, and of attitudes in the Americas. A total of 17 books, he said the world laughs. Only *Drifts, On*, where he was named and which he caricatured as his spiritual Niagara, was unimpaired.

Harold Innis was no humorist, and his press style still makes students shudder. But Innis studied the state industries—oil, fish, timber and wheat—that had been the mainstay of Canada's development, and his argument that Canada developed because of geography not design it, took hold. Examination of the routes followed by trade led him to study the theory of communication, and his ideas paved Marshall McLuhan's internet and world global network.

André Laurendeau was less brainstrained than Innis, but more accessible and much more influential in Quebec. The abbot because Quebec's pre-eminent historian, a public figure



Laurendeau (left), Highway and Roy: working in different disciplines and eras, they never changed the way Canadians see themselves, their country and the world



who gave the province its national history. No liberal, no demagogue, Groves lived with separation and civil tension, but his rationalist accounts of the past struck a chord in huge numbers of Quebecers.

Gabriel Roy and **André Laurendeau** also found that same chord. Roy was a Franco-Montebello who went to live in Montreal only when she was 20. Her masterful first novel *The Two Faces* instantly established her as a major writer. Her portrait of the Quebec working class caught in the Depression and the early days of the Second World War was rarely repeated: that bridged the gap between the two sides. Laurendeau was already the most brilliant of the young Quebec intelligentsia of the time, an isolationist and nationalist deeply suspicious of English Canada. But he was capable of growth, and as the leading journalist of his era, he made *Le Devoir* into the pre-eminent Quebec newspaper. Both a leftist and a Quebec nationalist, Laurendeau co-edited the *Journal de la Presse* and the *Journal de la Presse*, and he died he was full of despair for the future of Canada and Quebec.

As anecdotal at heart and by conviction, **George Woodcock** might have been expected to be full of despair. But he revelled in his work, producing one book in last years and two or three in good ones. His range of interests was enormous, his capacity for work incredible. In a brief career, Woodcock created *Canadian Literature*, the first scholarly publication devoted to that subject, but with more than 50 books he was also its modernist. That Canada's best true man of letters, **Thomas Shillington** was born after Woodcock had been publishing for more than a decade, but he quickly established himself as the most significant First Nations voice in Canadian letters. His play *The Red* Nations were in Canadian letters. His play *The Red* Nations were in Canadian letters. His play *The Red* Nations were in Canadian letters.

Shirley was a smash hit in Toronto, New York, and Montreal, and *Dry Lips Quipps More to Republishing* was a similar success. **Highway** writes music, directs, acts, and has a screenplay and a novel appearing this fall. In his credit, he feels well to be as prolific, and possibly as influential, as Woodcock. ☐



Leacock: He was beloved everywhere, except in Drifts



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Canon

FROM MIND TO MATTER

Mackenzie King

Although Canadians do not normally make a practice of lionizing their leaders, some of them clearly merit the description of Nation Builder. Mackenzie's choice as the leading Nation Builder is the prime minister who, for all his oddities and his obsession with spiritualism, tugged the country free from Britain's grasp while keeping it out of the embrace of the United States.

Mackenzie King "arguably Canada's greatest prime minister," historian Norman Hillmer wrote, "prided himself on what he prevented more than what he achieved. King is valued now by those who make him at all, as a compromiser, a healer, a uniter, as a selfless man who understood the contradiction of an unheroic country." Mackenzie King, the savior for an unheroic Canada?

Perhaps not. William Lyon Mackenzie King played first in Mackenzie's 1907 readings of prime ministers, and here he is again atop the Nation Builders list. "Willy of the Valley," as some called him in the 1920s, must have done something right.

And he did. King was the first "expert" to become prime minister: a genuine student of labor conditions and the need to reconcile the conflict between, as the title of his unresizable 1914 book put it, *Industry and Humanity*. He took over the reins of government in 1921 when the farmers of Canada were united in revolt against the old party system and its disservice by eastern interests. Within five or six years, he had almost completely absorbed their back into the Liberal party.

In his first term, he found the British government trying to wheedle him into unconditional military support for London's interests in the Middle East, but he ended the attempt skilfully and lost no support in doing so. In the 1928 King-Bryce constitutional crisis—provoked when Lord Bryce, the governor general, refused King's request to dissolve Parliament—King was holed up in the wing in working as chief of office and in resigning so precipitously that he let Canadians briefly without a government. But he succeeded in clipping the wings of the British-appointed governor general, Canadian autonomy—and King—benefited.

During the Great Depression, when he was out of office for five years, he dabbled in opportunism so much that we might think him added. But when he was re-elected in 1935, his first act was to conclude a major trade agreement with the United States, a step of huge importance. And through skilful practice of his "on the one hand, on the other hand" policies, he brought Canada

into the Second World War in 1939, a feat that seemed unimaginable in 1937. Adolf Hitler.

This most pacific of men surprisingly proved himself a great war leader. Under his direction, a strong cabinet mobilized a gigantic war effort. Canada's military was a million strong with the First Canadian Army overseas, a navy of 100,000, and the British Commonwealth Air Training Plan. Astonishingly, this mobilization was accomplished without a huge and divisive split over conscription, although overseas conscription was imposed for a few thousand infantry in November, 1944. At the same time, the new cultural and industrial resources of the nation poured forth in unprecedented quantities. Canada became rich during the war, one of the very few beneficiaries of a global tragedy.

After peace had come, King, by now over 70 years old, hung on. He took his nation into the discussions that led to NATO, and he ensured a smooth transition to his chosen successor, Louis St. Laurent. For 27 years, King dominated Canada.

And what did King prevent? He prevented the creation of successful class-based parties. He prevented Britain from luring Canada back into its Empire. He prevented a Second World War reaction of the shattering domestic over-conscription that tore Canada apart in 1917. And, King would certainly have said, he prevented the Conservatives from being in power for more than five years between 1921 and his retirement from politics in 1948.

This can and should be put more positively. King understood the nature of his nation and he tolerated regions, classes, and language groups so long and so skilfully that many Canadians assumed anyone could do it. They were wrong. He ran a brilliantly successful war by giving his ministers their heads and leading them to a triumphal national effort. And he directed the return to peace in such a way that the stress that had torn Canada apart after the First World War did not re-emerge. Only a Canada that fails to recognize greatness could say that. A curious man obsessed by spirits and his dead mother? Perhaps, but if King ruled so well for so long, maybe it should be required that a nation be attached to the Prime Minister's Office.

'Willy of the Valley' was the leader we needed in wartime



NATION BUILDERS

1. **Mackenzie King**
(1874-1950)
2. **Pierre Elliott Trudeau**
(b. 1919)
3. **Sir John A. Macdonald**
(1815-1891) and
Sir George-Étienne Cartier
(1814-1873)
4. **G. B. Shillies**
(1878-1941)
5. **Kene Nelson Bruce**
(c. 1828-1906)
6. **Sir Wilfrid Laurier**
(1841-1919)
7. **Henri Bourassa**
(1868-1952)
8. **Robert Baldwin**
(1804-1858) and
Sir Louis-Hippolyte LaFontaine (1807-1866)
9. **Protest**
(c. 1720-1769)
10. **Locher Pearson**
(1897-1972)

Samuel de Champlain

In a broad category—Discoverers and Innovators—that encompasses everyone from the earliest explorers to the inventor of basketball, Maclean's has chosen the man who founded New France. Although his patrons in France were interested only in furs, he was determined to build a settlement.

DISCOVERERS AND INNOVATORS

1. Samuel de Champlain (c. 1570-1635)
2. Gen. Sir Arthur Currie (1875-1933)
3. The Voyageurs (1903-1995)
4. John Macgillivray (1903-1995)
5. Sir Sanjiv Mehta (1827-1915)
6. Jacques Cartier (1491-1537)
7. John Cabot (c. 1449-c. 1499)
8. Wilfrid Laurier (1879-1943)
9. "Punch" Dickins (1899-1995)
10. James Macgillivray (1861-1939)



He laid the base for a great trading empire

For a historical personage of great accomplishments, Samuel de Champlain remains surprisingly little known, even to scholars. We do know that his three expeditions created the first successful European colony in Canada, but there is doubt about his religion in an era when religion was a matter of life and death. He was probably born in Breuge, France, perhaps a Protestant. But, if so, he died in a good Catholic. Was he a bastard son of a noble family? Or the child of a poor fisherman? And what did he do before he came to Canada for the first time in 1603? Much remains in doubt.

But what we do know establishes Champlain's place in the Canadian saga. On his first voyage, he demonstrated a sharp eye for native customs and an interest in pressing exploration forward. After two voyages to Acadia, one in 1603-1604 and a second lasting from 1604 to 1607, Champlain returned to Canada in 1608, this time in a position of prominence. He fell into war against the Iroquois, leading France's Indian allies into battle at Trois-Rivières, on what is now Lake Champlain. In July, 1609, his own courage and his men's fire-arms resolved the immediate issue, but Iroquois resentment was resolved when Champlain and his allies defeated them again in 1613.

In the following years, Champlain worked successfully to bring New France and create a trading empire on firm foundations. He was everywhere—France to shore up political and material support; the Ottawa River and the Great Lakes to explore and form trade alliances with the Montagnais and the Hurons; and the territory south of Lake Ontario to wage unsuccessful war with the Iroquois in their homelands. Always, he looked for new discoveries—for minerals, for soil that could support cultivation, for a possible harbor.

His constant aim, contrary to the intentions of his backers in France who were interested only in furs, was to establish a

settlement, and he tirelessly promoted Quebec's agricultural and commercial prospects. Without his persistence, not only his village but to fly in the face of his commercial masters, New France could not have survived. Without Champlain, in other words, France in America would have been doomed to extinction early in the 17th century.

His backers in France had their own financial concerns and difficulties in the courts, and Champlain's control of the little colony and his ability to keep it replenished with both supplies and settlers was sorely tested. But he was ingenious and indefatigable, writing profusely in attempts to popularize New France but, despite himself, telling the truth. "They are six months of winter in this country," he said once. He described life among "les sauvages." In 1633, he struck peace with the Iroquois, dragging his reluctant allies towards an end to hostilities. Still, Quebec's stability was always balanced on a knife-edge.

In 1677, Cardinal Richelieu, Louis XIII's chief minister, established the Compagnie des Cent-Associés to create the French Empire in North America. Champlain's dreams seemed realized, but they were interrupted when war broke out with the English, and in 1629 he had to surrender Quebec to the Richelieu brothers, a quartet of British adventurers and traders commissioned by Charles I to seize Canada from France. When at last his dream returned to Quebec in 1633 after France regained its colony. His energy, his capacity for planning, seemed unfathomable, but he died in 1635.

His place as the founder of New France, as the founder of Canada, remains unchanged. Champlain established the great far-reaching network that became the foundation of the colony's growth and prosperity. The Quebec colony he began had only 150 settlers at the time of his death, but, while this was far less than the English had in Boston, it was a great achievement, and it was unquestionably Champlain's.



Pursuing a legacy of Canadian innovation

Like Champlain, the early explorers of this half-continent made their mark on Canada and the world. They had the courage to cross the Atlantic in ships one-fourth the size of a British Columbian ferry, to conquer their fears, and to accept perils that we would blanch at. **John Cabot**, or as he should be known, Giovanni Caboto, was an Italian seaman authorized to explore by Henry VII of England. In 1497 and 1498, he set out for *terra incognita* across the Atlantic, and on his first voyage came ashore on either Newfoundland or Cape Breton Island. On his second, he ventured farther south, perhaps as far as Chesapeake Bay. Cabot likely died on this second voyage, but by claiming the lands he found for Henry, he established the English foothold in North America.

Jacques Cartier followed in Cabot's path in 1534, 1535-1536, and 1541-1542, but he sailed for Francis I of France. The first to explore the Gulf of St. Lawrence and the St. Lawrence River, he raised a cross bearing Francis's name in what is now Gaspé on July 26, 1534, claiming the territory for France. His later voyages resulted in his report as the site of Montreal, and he spent the winter of 1541-1542 in unsuccessful warfare with the Innu. Cartier established France in Canada, explored the St. Lawrence, and set New France on its collision course with the Innu.

The *Voyagers* were the inheritors of Cartier and the First Nations of Canada. They were the prime commodity of North America, and by the late 17th century, the demand for beaver was such that merchants contracted with couriers de bois to go ever farther inland. These beaver voyagers negotiated with the Indians, and in the process they mapped the water routes of North America, the highways of commerce and eventual settlement. Their ability to tame the wilderness created one of the central Canadian myths.

The last names of these explorers were **von Mecklenburg-Stettin** and **Chenel Haggström (Franché) Dickson**.

Stettin was a Mandan trader who made three major explorations of the high Arctic between 1906 and 1918. A self-promoting rogue and a polarizing writer, he drew attention to the potential of the Far North. Dubious by contrast was a bushy-joked, the greatest of the breed. His first few seasons in the West, then, under took regular runs into the North, carrying in prospectors and out woyors. Perhaps his greatest achievement was a mammoth 15,000-ton survey of northern Canada in 1908, a flight that truly spanned the Arctic.

Not all explorers were trailblazers. Some were innovators, plain and simple. Consider **James Naish**, the inventor of basketball. While



Naish with his peacock basket: Cartier (above) their ingenuity and bravery inspired Canadians' sense of themselves

working at a YMCA training school in Springfield, Mass., he sought a competitive game that could be played indoors in winter. With a soccer ball and two peach baskets, his fertile mind created what is now one of the world's most popular sports. Similarly, **Sir Sandford Fleming**, the 19th-century railway engineer and surveyor, worried over the chaos the railway's increased speed had caused in keeping time—in 1876, when Fleming began to write on universal time, there were reportedly 161 different time standards in Wisconsin alone. Fleming designed time zones that moved the hands of the clock an hour at a time from the prime meridian in Greenwich, England. Within five years, the scheme was in place: it would be 9 p.m. in Halifax and 4 p.m. in Vancouver next day.

Another innovator was **John Humphrey**, a one-armed New Brunswick orphan who became a law professor at McGill and in 1940 the first director of the human rights division at the United Nations. Humphrey was the principal drafter of the Universal Declaration of Human Rights, the United Nations' charter of rights. Few Canadians have had such impact on modern history.

The same could be said of **Gro. Sir Arthur Currie**, the first Canadian commander of the Canadian Corps of the First World War. Currie was a B.C. rancher of steel who rose on talent, he could study a battlefield, he could think, and he did not believe in throwing the lives of his troops away by sending them against machine-gunners. By launching his men's' attacks, Currie discovered and refined the *passive* strategy that gave the corps its brilliant victories at 1917 and 1918 in France and Flanders, helping create Canadians' sense of themselves. □



Cartier: He claimed Canada for France in 1534



The Haggströms: they mapped the water routes

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**CANADIAN
PACIFIC
RAILWAY**

Glenn Gould

By age 5, he
was writing
compositions

The top choice in *Maclean's* Artist category is a classical music genius, a pianist who became an international superstar—only to end his days as a solitary hypochondriac. Dead for 15 years, he still commands a remarkable following around the world. Tourists come to Toronto to visit the places where he lived and worked.

The Russian piano teacher Heinrich Neuhaus wrote in 1937 that Glenn Gould "is not a pianist, he is a phenomenon." His gift for interpreting Bach was so convincing that he could have been a pupil of Bach himself. "In this sense," Neuhaus said, "Gould is not 24, he is nearly 300," a pianist of "great talent, great maturity, high spirit, and deep soul." Not

bad for a lad from the Toronto Beaches who wore winter gloves, a hat, and an overcoat on hot summer days, lived on milk shakes and candy, and liked nothing better than two-hour telephone monologues to his sweet, bearded friends.

Gould was a prodigy. At 3, he could read music and had perfect pitch. He took to the piano as soon as he could reach the keys, he wrote compositions at 5 and played them for friends, and he had his first solo performance with the Toronto Symphony at age 14. "The boy played it exquisitely," a reviewer wrote of Gould's rendition of Beethoven's Concerto No. 4. "His is not a heavy tone, but delicacy of phrasing and timing give it clear carrying power." Gould had that mystical quality of star power.

His career burgeoned, and he toured Canada and played repeatedly with the CBC. After one radio performance dissatisfied him in 1950, he discovered that by manipulating the controls he could change the way the recording sounded, editing the tone he had wanted and lulling to find. This was a key discovery for him.

His recording of Bach's Goldberg Variations, made in 1955, instantly stamped him a superstar, and his tours abroad drew raves. He was weird, a paunchy figure who buzzed as he played, dressed and crumpled. But his piano enraptured his listeners.

Then in 1964, Gould retired from the stage. "The concert is dead," he announced, and thereafter focused his attention on recordings. But no one took



bravens performances in the recording studio for him using the newest technology. Gould played a piece through, slowed the tape down and massaged each and every note, playing parts over and over to get precisely the interpretation he wanted, and producing a recording that was as perfect as he could make it. He concerned himself with the technological possibilities of electronic music more than any other artist of his time. None of this could be

achieved on the concert stage.

At the same time, Gould began experimenting with radio programming, combining the spoken word and other audio materials. He began to write extensively on musical subjects and prepared most of his own liner notes. He explained the music he played and the way he played it, justifying his more extravagant interpretations.

But Gould's career was cut tragically short. His self-centredness was destructive—he became dependent on the prescription drugs he took to fight depression, insomnia and his maddening infections. He was phobically frightened of germs. His friends loved him and tolerated his anti-social behavior because he was a genius. But psychiatrists could have had—and did certainly have in the future—a field day with his complicated persona. What drove him to such strangeness? Whatever the cause, Gould turned himself into a solitary hypochondriac who took his temperature every hour. Yet his obsessive concern with his health might have been palliated, for he died of a stroke just after his 50th birthday.

His recordings survive, testimony to his genius. And Gould has become a cult figure. Tourists come to Toronto to visit Gould sites, there are conferences about him, and there is a foundation in his name that publishes *Glenn Gould*, a twice-yearly magazine. No Canadian artist before or since achieved such status and name commands such a posthumous following.

ARTISTS

1. **Glenn Gould**
(1913-1982)
2. **The Group of Seven**
3. **Emily Carr**
(1871-1945)
4. **Gustavo Gilius**
(c. 1909)
5. **Arthur Erickson**
(c. 1923)
6. **Gertrude Hart**
(c. 1956)
7. **Corneille Krieghoff**
(1815-1872)
8. **Oscar Peterson**
(c. 1925)
9. **Bill Reid**
(1920-1998)
10. **Yusef Karam**
(c. 1903)



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Sir William Logan

He travelled
the land,
accurately
mapping
the geology
of Canada

Canadians have excelled in scientific endeavors as diverse as anthropology, reaction dynamics, the telephone and the treatment of diabetes. In *Maclean's* view, though, the greatest Scientist was a pioneering geologist whose surveys made it possible to tap Canada's treasury of minerals.



Very few Canadians have heard of Sir William Logan, but they should have. He was one of the country's greatest scientists and a man whose imprint remains on the land.

Logan was born in Montreal and educated in Scotland, though he did not progress beyond the first year of the medical course he began. He then worked in England and Wales, and in his early 30s managed a Swisses coal mine and copper smelter in which his uncle was a major investor. He quickly realized that coal supply for the smelters had to be guaranteed and this could be done only with the help of accurate maps of the coal seams. This began his professional interest in geology, and he produced maps that were so precise that the British geologist survey published them. His name, wrote *Maclean's* reader Gordon Winder, who nominated Logan as one of The 100 Most Important Canadians, still lingers on current maps.

Thereafter, Logan was a budding scholar. When he travelled, he kept records of the rock types he saw and his naturalist knowledge was such that in 1848 he became the first director of the Geological Survey of Canada. He applied himself to the task of furnishing "a full and scientific description of the country's rocks, soils, and minerals, to prepare maps, diagrams, and drawings, and to collect specimens to illustrate the occurrences." He developed a reputation for high accuracy—and for eccentricity. When else could explain someone who walked around equipped to himself, taking notes in leather-bound notebooks, peering at instruments, cracking rocks with a hammer, and wrapping the chips in paper and carrying them off in a large wicker basket?

Logan worked hard and expected his staff to emulate him. He dressed in field clothes and, even after he was knighted in 1856, was occasionally mistaken for the office janitor. He wore a life in the bush, "long the life of a surgeon, sleeping on the bench in a blanket sack with any feet to the fire, seldom taking any clothes off, eating salt pork and ship's biscuit, occasionally



MOST
IMPORTANT
CANADIANS
IN HISTORY

terrified by mosquitoes." Logan also sketched superbly, supplementing his geological observations with pen and ink drawings.

His efforts laid out the geology of Canada East and Canada West. He sought fossils with eagerness, in 1851 finding *Asiatosaurus* remains preserved in Carboniferous near Bonaventure. He noted how the ice pack on the St. Lawrence River damaged houses near the shore, and these observations influenced the

way Montreal's Victoria Bridge was built. And always, he looked for minerals that could be commercially exploited, for he realized that the government appropriations that kept the Geological Survey going were much more likely to continue if there was a return on the legislature's investment. Even so, there was never enough money, and Logan put up his own cash more than once when the government was slow. His work was invaluable, but in he explored north of Lake Superior and Lake Huron, finding the ore bodies that provided the foundation for the mineral wealth of Canada, he remained very cautious in his claims. That upset some promoters, always on the lookout for a fast dollar. Oddly, for a man so meticulous, he apparently missed the silver deposits at Cobalt and the nickel at Sudbury.

Logan was greatly honored in his time as Canada's premier scientist. His display of Canadian minerals at the Exhibition of the Industries of All Nations in 1862 in London was hailed, and he was knighted from Prince in 1856. He published a large volume on the geology of Canada in 1863, and produced an atlas of eastern and central North America in 1869, and he likely hand-colored every map in each of the copies. His task, as he saw it, was "to ascertain the mineral resources of the country," and the reports and maps that his Geological Survey produced established the geological foundations of the Canadian West. Mount Logan in the Yukon, the nation's highest peak, is named in his honor, as is Mount Logan in the Ganges—not to mention a lake, two islands, a bay, a glacier and a Quebec township.

SCIENTISTS

1. **Sir William Logan**
(1798-1875)
2. **Sir Charles Sturges**
(1807-1937)
3. **Diamond Jenness**
(1806-1860)
4. **Sir Frederick Smith**
(1891-1941)
5. **John Palliser**
(b. 1825)
6. **Reginald Fensholt**
(1866-1932)
7. **C. E. Mendenhall**
(1808-1984)
8. **Alexander Graham Bell**
(1847-1922)
9. **Michael Sarrasin**
(1659-1734)
10. **Sir John Dawson**
(1820-1899)

Making inroads in many fields of science

Even in the days when Canada was largely asserted there were men of science who were interested in the flora and fauna of the New World. The first great naturalist of New France, **Michel Sarrasin**, came to Canada in 1685 and worked as a surgeon. But his real interest was in the new species that abounded in Canada. From 1689, he produced regular reports on botany, biology, zoology and the minerals he found. In a territory fighting incessant warfare against colonists, Sarrasin knew the difficulties he faced: "I could more easily traverse the whole of Europe... than I could cover 100 leagues in Canada, a much riskier undertaking." But he persisted, taking accurate notes and collecting samples.

Equally ichthonious was **Sir John Dawson**, the first Canadian scientist with a world reputation. A stern Christian critic of Darwin's theory of natural selection, Dawson made McGill University into Canada's leading scientific institution and he created the Royal Society of Canada, still Canada's premier scholarly organization. The fame of **Alexander Graham Bell** is secure far from his invention of the telephone, and some of the research involved took place in Montreal. But, although Bell himself remained an American citizen, his Canadian connections largely centre on his summer home in Baddeck, N.S., where most notably, his leadership in the Aerial Experimental Association led to the nation's first powered flight—the Silver Dart in 1909. He also built a hydrofoil there that achieved a world record speed that stood for more than a decade. The classic scientist, Bell had what one historian called a "chance of unparalleled scientific busting in his hour."

So **Charles Saunders's** 1904 discovery of Marquis wheat revolutionized prairie agriculture, for Saunders's grain matured earlier and produced the hard spring wheat that established the world standard. Without Saunders, the settlement of the West and its place in the nation's breadbasket could not have been achieved. Thirty-year-old **Frederick Banting's** discovery of insulin had the same dramatic impact. Elsie Bunting, a nurse of Alliston, Ont., diabetes was a cruel killer, a wasting disease that killed most of those who suffered from it. Insulin reversed the disease and, with regular injections, let diabetics live normal lives. The 1933 Nobel Prize for medicine made him a national hero.

Reginald Fessenden was far less acclaimed, though his discoveries were as significant as those of his illustrious father. After his education at Bishop's University, Fessenden worked for Thomas Edison



Polanyi (above left), smoking smoking Jasper in 1938; Bell (below left) testing his invention; their discoveries changed the world



for a time. The discovery of the superconductor principle became the basis of radio broadcasting, and Fessenden in 1906 was the first to achieve one-way voice radio transmission, the same year he made the first public broadcast of music. A better scientist than businessman, Fessenden lost control of most of his more than 500 patents, but in 1938 he won a \$100,000 patent payment for his contribution to radio.

More recently, the University of Toronto's **John Polanyi**, German-born and British-educated, established his great reputation for work on reaction dynamics and on what happens to atoms and molecules at the unimaginably brief moment of reaction. This won him his Nobel Prize and gave him the standing no lobby hard for scientific values and the social and natural responsibility of science.

In a completely different field, New Zealand-born **Discozoom Jensen** became Canada's premier anthropologist. Coming here initially in 1940 to join Vilhjalmur Stenstrom's Arctic expedition, he stayed to write *The Indians of Canada*, one of the great works of world anthropology. Perhaps as important, he treated his subjects as individuals whose trust had to be both earned and respected.

C. J. Mackenzie was Canada's most important scientific administrator and policy maker as head of the National Research Council from 1936 to 1962 and first president of Atomic Energy of Canada Ltd. An engineer, Mackenzie moved easily among bureaucrats and politicians in Ottawa and encouraged the NRC to move into basic research. Without Mackenzie, modern Canadian science could not have made the progress that allowed researchers like John Polanyi to flourish. □



Fessenden and his (below) radio a prolific inventor; he held 500 patents

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Nellie McClung



THE
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In any society, the citizens who bring about improvement in the human condition are those crusaders who are committed to change. Canada has produced a broad, and colorful, spectrum of dedicated Activists—from Prairie populists to Quebec separatists—and, as Maclean's sees it, the most important was a tireless advocate who led the campaign for women's rights.

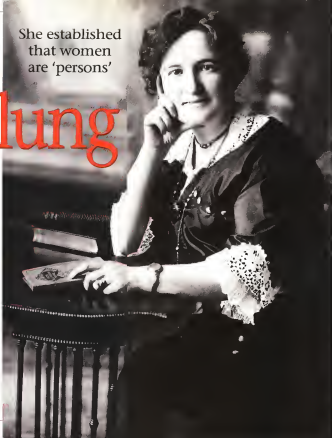
Born in rural Galtaro, raised in Manitoba, Nellie Mooney McClung was a troublesome creature. If ever there was someone who didn't know her place, it was Nellie. Talented, aware, as will be as any man, Nellie wanted to be someone and to do things. The difficulty was that proper society at the turn of this century had expectations for women, and they did not include being anything other than a good wife and mother.

McClung taught school briefly, but when she married Manitoba pharmacist Wesley McClung, she was forced to abandon her career. She raised her family of four sons and one daughter and, tettering on the edge of impenitence in circumscribed eyes, began to write magazine articles and novels. To her own astonishment, *Sowing Seeds in Danny* (her 1906 first novel, because a runaway bestseller with over 100,000 North American sales. There would eventually be 15 more books, almost all calling for moral uplift, but presented in a colloquial, sometimes wry

She established
that women
are 'persons'

ACTIVISTS

1. **Nellie McClung**
(1873-1951)
2. **Henry Morgenthau**
(b. 1923)
3. **Wesley Mooney**
(1882-1959)
4. **Dean Lévesque**
(1922-1987)
5. **Millican Lynn Macdonald**
(1795-1861) and
Louis-Joseph Papineau
(1786-1871)
6. **Louis Riel**
(1845-1885)
7. **Samuel Douglas**
(1904-1986)
8. **Sir William Coaker**
(1871-1938)
9. **Donald O'Donoghue**
(1884-1907)
10. **Norman Bethune**
(1890-1939)



Her success quickly propelled McClung to prominence as a public speaker. She spoke, like all authors, to tell her books; but she soon started adding political commentary. Women needed the vote, as she worked in Winnipeg's Political Equality League; drunkenness was a blight on the community and an incentive for men to beggar their families, so she crusaded for the Women's Christian Temperance Union; and because Manitoba's government was a sink of corruption, she became involved in political campaigns. She was a leader of the suffrage movement in the Manitoba election of 1904 and 1905 that persuaded the provincial government to give women the vote in 1916. Moving to Edmonton, she continued to be politically active, pressing for prohibition. She even won election to the Alberta legislature in 1921 as a Liberal.

Prohibitive in writing, humorous and engaging as a speaker, McClung was enormously effective. She could get women and men out to hear her—she could even get them to pay money to listen. Very simply, any cause Nellie McClung supported had a tireless advocate who could make people laugh as she poked fun at the establishment that blocked reform. She was a feminist ahead of her time, even as she believed it was right and proper to be a devoted wife and mother.

McClung's greatest achievement was as one of the "Famous Five," five women who challenged the Supreme Court of Canada's 1928 decision that women were not "persons," as defined in the British North America Act, who could hold office in the Senate. But McClung and her four friends took the case to the judicial committee of the Imperial Privy Council in London, the highest appeal court in the Empire. What did the word "persons" in Section 24 of the BNA Act mean? Did it include females as well as males? The judicial committee heard the appeal and agreed with McClung: the exclusion of women from public office was "a relic of days more barbarous than ours." This was a landmark ruling, a recognition of the equality for which McClung had fought all her life—even if she herself never received a Senate appointment.

Here was a full life. She served for six years on the board of governors of the CBC and represented Canada at the League of Nations. Her always there were causes, speeches, articles and books, all prodding the powers that be, all seeking change and reform.

In their own ways, they all fought for reform

Nellie McClung was undoubtedly a women's rights advocate, but so, too, in a very real and practical way, was Henry Morgenthau.

The Montreal doctor became convinced after seeing the results of too many botched back-alley abortions that women had to have the right to control their reproductive organs, including the right to safe abortions. Performing abortions openly at his clinic, Morgenthau



Morgenthau (left), Lévesque, Douglas—they battled for their beliefs

Father Moses Coody fought very different battles against similar odds. A teacher and editor-at-large, Coody developed St. Francis Xavier University's adult education program to help deprived Atlantic communities, he established the Nova Scotia's Teachers Union and the United Maritime Fishermen, and he said bluntly: "We must create the kind of society in which man will be free to find his soul."

To René Lévesque, who was nominated by many readers, Quebec had to be free of Canada to find its own soul. The journalist turned charismatic politician created the Parti Québécois in 1968 to stress for independence, and in 1976 he led it to power. He called Quebecers a reformist government, only to lose the 1980 Quebec referendum. He was re-elected in 1981, but then was outmaneuvered by Pierre Trudeau in constitutional negotiations. Lévesque had begun to back away from separatism before he resigned from the PQ leadership in 1985, but his independentist movement lives on.

The idea of Quebec autonomy and independence could be traced back to the rebellions of 1837 and its leader, Louis-Joseph Papineau. The struggles of the patriot of 1837 are a necessary part of Quebec's consciousness, certainly far more than anything created by William Lyon Mackenzie in Upper Canada. A crusading journalist, a man entrusted by American republicans with Mackenzie's fight against the Establishment like Papineau, but unlike the Lower Canadian rebel, Mackenzie's collapse quickly both men lived is made after their failures, as the reaction to their rebellions served to reinforce the

Canadian penchant for order. The next two rebellions occurred in the West, first in Manitoba in 1869-1870 and then in the Northwest Territories in 1885, both led by Louis Riel, a well-educated Métis who could inspire men to follow him. In the first uprising, Riel played his hand well, his actions leading to the creation of Manitoba as a province; but foolishly, Riel had Thomas Scott, a lionhearted and racist Canadian, executed for his opposition to Riel's provincial government. That put the Métis leader beyond the pale and into eventual exile in the United States. When he led his second rebellion against Ottawa, he was likely insane. The revolt was crushed by Canadian troops, and Riel was executed on a gibbet in Regina. Efforts to exonerate him continue.

Tommy Douglas was no rebel, but he changed Canada through the force of argument and example. The fiery little postmaster-politician led North America's first socialist government to power in Saskatchewan in 1944 and, 17 years later, became the first national leader of the NDP. In Saskatchewan, his government, fiscally prudent, led the ground-work for universal hospital care and medicine, both ideas that swept through Canada and shaped Canadian's conception of themselves. Bitterly opposed

though it was by organized medicine, medicine became one of the foundation stones of the Canadian identity.

St. William Casheer and Daniel O'Donoghue were labor leaders. O'Donoghue came to Canada as a boy; he worked as a printer and organized the Ottawa Typographical Union in 1885.

He helped found the Toronto Trades and Labour Council, led the Knights of Labour, and for a time sat in the Ontario legislature. He was a tireless advocate of workers' rights and, Mackenzie King said, the "father of the Canadian labour movement." Casheer created the Fishermen's Protective Union in Newfoundland in 1906, raising its membership to 26,000 by the outbreak of the Great War. He joined the Newfoundland government in 1917, sat in the cabinet in 1920, and led his union into winning fishermen's status, a tripartite union and the export of salt cod.

Dr. Norman Bethune was a Communist activist and innovative surgeon from Grenville, Guelph, Ont., who served with the Republican forces in Spain in 1936, operating the first mobile blood transfusion service. Then, he went to China in 1938 to bring medical care to Mao Tse-tung's Communist armies. He died of septicemia in northern China, but his memory lives on in China, thanks to Mao's willing about him. □



Riel, the execution remains a flash point in Canadian history



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CHARACTERS

1. **Joey Smallwood**
(1900-1991)
2. **William Ahearn**
(1878-1943)
3. **Joseph Martin**
(1852-1923)
4. **Gray Owl**
(1888-1938)
5. **Mrs. Blaney**
(dates unknown)
6. **Father Charles Chelley**
(1809-1869)
7. **Mitchell Haphorn**
(1895-1953) and
Maurice Duplessis
(1890-1959)
8. **Amar de Connon**
(1825-1897)
9. **Jean Falardeau**
(c. 1650-1703)
10. **Gerdie MacIsaac**
(b. 1929)

Joey Smallwood

He was the most engaging of tyrants

No list of important Canadians would be complete without a few rogues and weirdos. Canada has had its full share of oddballs, some of whom have influenced national affairs. Maclean's has picked one Character who almost singlehandedly changed the map of Canada—and who may have been the most adroit politician in the land.

Did Canada ever have such a character as Joey Smallwood? The little giant from Goose, Nfld., was the funniest, toughest, most persistent, and possibly wisest politician in Canadian history: a man with an unstoppable grip of the pub and the charisma of a Broadway agent. He was also, from 1945 to 1966, Canada's "only living Father of Confederation" and the man who brought Canada to 10 provinces by leading and cajoling a reluctant Newfoundland into the nation. That his governments had as many failures as successes, that he presided over a rule of a type rivaled only by Quebec's Maurice Duplessis, scarcely diminishes his legend.

"The poorest boy . . . from the poorest family," as he described himself, he made his way to Bishop Field School in St. John's, did not finish his education, and worked at a variety of jobs in a variety of cities. Smallwood was a journalist in St. John's, Boston and New York, a union organizer in Newfoundland, a newspaper editor, a business politics, and even an unsuccessful candidate for the British Liberal party. What he was, above all, was a socialist, convinced that the system favored the rich, and he developed his amazing oratorical skills preaching socialist gospel to countless crowded meetings.

During the Great Depression and the period of prosperity that the Second World War brought to Newfoundland,

Smallwood found success as a radio broadcaster and laborer in a pig farmer. The arrival of tens of thousands of backspending Canadian and U.S. servicemen on the island persuaded him that the future of Newfoundland had to be better than its past, that forced him to look to Canada as the salvation of his country. This was no foregone conclusion: Britain was running Newfoundland as a dominion whose self-governance had been suspended, and there were many who thought joining the United States was a preferable option. Still, others wanted to regain the independence Newfoundland had lost when it went broke in the 1930s. The future course would be decided at a national convention.

Early outnumbered, the confederate Smallwood steadily argued everyone else into the ground. Using radio to reach beyond St. John's, arguing constantly for the great social welfare benefits that would fall like manna from Ottawa to the outposts, Smallwood put Confederation on the ballot as an option in the 1948 referendum. In the second or runoff referendum, he was the narrow majority (just 7,600 votes) he needed.

He was the only choice for premier of the new province, and he had already allied himself with the Liberal party of Louis St. Laurent and forged an alliance with Jack Pickersill, the only maverick who entered the St. Laurent cabinet as a Newfoundland MP. Smallwood worked to solidify his support among what he called "the ragged-as-artillery" so successfully that he held power for 22 years.

His political progeny rose and fell at his whim, and they began to turn against him. His campaigns were ever more shameless in their self-glorification, and his grip on power eventually began to fail as he hung on too long. By January 1972, he was gone at last, though he eluded the state funeral and isolation that had characterized Newfoundland barely a decade before Confederation.

Yet Smallwood was irrefragable and much loved. Prone to corruption, his government was often mired in scandal and frequently an outrageous travesty of democracy, but it was never dull. And he dominated the public stage like no one before or since. A Memorial University student—working in an institution Smallwood had largely created—was amazed that he understood Newfoundland's political traditions under Smallwood when he answered a question on how to go about setting up a research program on said quest: "Show strong Liberal tendencies." That said it all.



An imposter, a seductress and a fortune-teller

Who was Jean Rattier? The fourth official mayor of New France, Rattier took the job only because he had been sentenced to die and was offered a choice: be executed or become the mayor. From 1860 until his death in 1763, therefore, Rattier did his grimy work. Ironically, in 1716 his son Pierre faced the same choice his father had—and he too chose to become mayor rather than die, he held the post until his death in 1723.

Equally strange was **Father Charles**

Chauveau, the Quebec priest who waged a fervent war against drunk excess until he was excommunicated in 1808. He then became a Presbyterian and toured the world for decades preaching virulently against Catholics and killing the confessional "school of perfidy." His attacks naturally provoked a response, and a mob in Boston Catholic Antagonist, N.S., for example, drove him out of town in 1803.

Or what of **Amor de Cosmos**, the half-English, half-opportunist from Windsor, N.S., who took "Love of the Universe" as his motto and was more than a little like the William Smith given him at birth? De Cosmos became a newspaper editor and politician in British Columbia, where he vociferously opposed the Hudson's Bay Co. and British Columbia's ruling elites. Ambitious for power, he changed his name to Amor de Cosmos and was premier from 1872 to 1874.

Then there was **Marshall's Joseph (Fighting Joe) Martin**, one of the most colorful, trouble-making politicians in Canadian history. Elected to the provincial house in 1880, he drafted the Manitoba School legislation that, by ending public funding of separate schools, bedeviled national politics for years. He moved to British Columbia after Sir Wilfrid Laurier refused him a place in the federal cabinet, was elected to the B.C. legislature, and became attorney general. But as a big shot, he called a meeting of "white-shirted ladies" and skinned it out with the guest of honor. Although he was fired from the provincial government, the lieutenant-governor, incredibly, made him premier soon after—a job in which he lasted only three months. He moved to England and won election to the British parliament from 1910 to 1918.

But who can compare to **Grey Owl**, the first Canadian media creation? Archer B. Hapgood emigrated from England and settled in Northern Ontario, where he passed himself off as Ojibwa culture. He once was named himself as the son of an Apache mother and a Scots father, touring the world and preaching conservation. Indians knew about living as one with nature, people believed, and his books and lectures were huge successes. His true identity became known only after his death in 1935 at age 60.

Or what of Kingston, Ont.'s **Mrs. Blouin**? Although little is known of her life (or even her first name), this short, obscure fortune-teller was the first to introduce Madame Le Kang to con-



Grey Owl (left) with a banner around his neck: Hapgood sporting a fur of her own: who says Canadians are dull?



Aberhart: 'Bible Belt' preached Social Credit theory in Alberta

stantiating with the dead. He first met her in 1905 when he "one of the most remarkable" he knew I have ever had," King wrote, she told him precisely what would occur at a speech that evening. She advised the prime minister when to call elections (he did not necessarily listen) and she repeatedly told him he would marry a rich widow. When none came forward, King lost faith in Mrs. Blouin's powers—his own acute political antennae were a sterner guide to the future.

Then there were those Canadian innovators who came to prominence in the Depression years of the 1930s. **Mich Hapgood** and **Maurice Duplessis** ruled Ontario and Quebec with equal flamboyance. Hapgood was a hard-drinking womanizer, a reforming politician who nonetheless struck deals with speculators and notorious business and conspired with Duplessis against Ottawa. Duplessis had also been considered a reformer, but he too made his bed with the corporations and imposed a repressive morality on Quebec that, after his death, gave rise to the Quiet Revolution. And **William Aberhart**, the first Social Credit premier of Alberta, started out as a schoolteacher and preached fundamentalist, anti-Semitic, and, during the Depression, an asceticist of "hazy strategy." Economics to "Bible Belt" was as simple as the "A plus B theorem" he advocated. In truth, he was a master actor in what ever he did and, though his government was not very effective, his successor, Ernest Manning, learned at the master's feet what not to do.

Canadian politicians also learned what not to do from **Gerda Hoesinger**. During the Dictatorship government, this attractive German immigrant had affairs with one or more Tory cabinet ministers. Because of suspicions about her connections with communist intelligence agencies, the Mounties listened to their tips. American historian Art Buchwald was delighted when the Manning affair became public in 1966: "Canada can now be considered a major power," he wrote. "She rules it because she has had a major sex scandal." □




Amor de Cosmos: one of the country's most unlikely politicians

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An aerial photograph of a large-scale wind farm. Numerous white wind turbines are scattered across rolling green hills under a clear blue sky. The perspective is from a high angle, looking down at the landscape. A large, stylized red letter 'Q' is superimposed on the left side of the image, partially obscuring the turbines and hills.

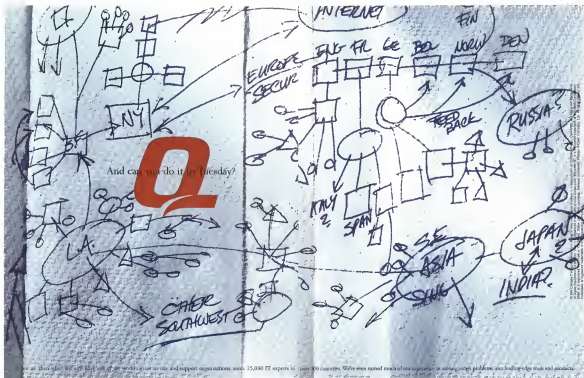
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MOST
IMPORTANT
CANADIANS
IN HISTORY

He was
virtually
impossible
to beat at
longer
distances

Tom Longboat

STARS

The Stars category includes a variety of celebrities—athletes, actors and even, in the person of Marshall McLuhan, a cool academic. In picking its top Star, Maclean's reached back to the early years of this century, to a marathon runner who dazzled the world. Alas, forgotten now, he may have been the finest athlete Canada has produced.

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Tom Longboat was the greatest Canadian star? The idea will surprise those who have never heard of him, but once his name rang throughout the land. Renowned scholar Bruce Kidd remembers eagerly awaiting people who volunteered, proudly, that they had seen Longboat run, and he was the finest athlete they had ever seen.

So it seemed Longboat was an Onondaga born on the Six Nations Reserve near Brantford, Ont., who began running competitively while still in his teens. In 1906, he won the Around the Bay marathon in Hamilton, and then with a shrewd eye for publicity and money he became a horse over a 12-mile course. The next year he easily captured the Boston Marathon in the three-month time of two hours 25 minutes and was labelled the world's premier distance runner. The Montreal Star made Longboat its favorite and posted hour-by-hour mile by mile bulletins of his big races outside its offices.

But at the 1908 Olympics in London, both Longboat and his Italian rival, Demadeo Petri, collapsed before the finish, leading to speculation that performance-enhancing drugs or an overdose, however administered, might have been involved. That scandal could have dented Longboat's career, but he instead the controversy revived and heightened public interest in marathon racing. The raciest Longboat precipitated with his managers by taking charge of his own training and buying out his contract did nothing to diminish his fame, though there were the inevitable suggestions that "the Indian" could not handle success or the pressures of marathon as complicated as race training. The winners faded when Longboat continued to do well, running after 1902 as a professional.

In 1912, he set the record for 25 miles—one hour 18 minutes 14 seconds, a full seven minutes faster than his amateur record. And he engaged in an epic 10 races before retiring against Ali Shabazi, a British-born immigrant to Canada who was widely recognized as the best middle-distance runner in the world. Shabazi always won if the race was between 10 and 16 miles long, but Longboat won if the distance was over 20 miles. His uncanny ability to keep energy in reserve for a finishing kick always left Shabazi—and everyone else—in the dust at the longer distances.

The coming of the First World War saw Longboat, still only 27 years old, enlist in the Canadian Expeditionary Force. He served with distinction as a dispatch runner in France and Flanders, racing for the army whenever he could get the opportunity (and the army co-operated by posting him



STARS

1. **Tom Longboat**
(1887-1949)
2. **Barbara Ann Scott**
(b. 1928)
3. **Wesley Grotzky**
(b. 1961)
4. **Mary Pickford**
(1893-1979)
5. **Harold McNish**
(1911-1986)
6. **Lorne MacIsaac**
(b. 1944)
7. **Leslie Gyr**
(1883-1912)
8. **Walter Rensfield**
(1905-1969)
9. **Gordon Dine**
(b. 1948)
10. **Heidi Sewell**
(1893-1960)

Longboat racing to another marathon victory: he defeated a horse over a 12-mile course

to seven different suits to facilitate his racing and reaping the publicity for work. In 1917, Longboat and Glynnis, marathons Joe Ringer combined to win the interrelated cross-country championship for the Canadian Expeditionary Force.

At one point in the war, Longboat was reported to have been killed, and his wife remarried. After the war, Longboat lived and worked as a garbage collector in Toronto until, troubled by alcoholism and penicillin, he retired back to the reserve. He was Canada's greatest native athlete, Canada's greatest marathon runner, and arguably Canada's premier athlete of all time. And he had the courage and persistence to succeed in the face of racist attacks and slurs.

He was a star at a time when Canadians viewed them, Victorian intellectual Goldwin Smith had complained in the 1880s when common New England dominated the public prints that nothing was more attractive than the idea that Canada was centered to an athlete for "redemption from obscurity and contempt." Athletes any wrote, "powerless to turn off the popular identification."

So, it was splendid that, if Canadians had to turn to a sports hero for gratification, or redemption, it should be the brilliant marathoner from the Six Nations who inspired them in the years before the First World War forced them to concentrate their national attention on more important events.

Satisfying a craving for glamor and excitement

Stars can be heroes and heroines can sporters too. Certainly **Blondie** **Nan Scott** was a hero to many. The tiny, delicate, blond Ottawa slater spun her way into the Canadian consciousness when she won the world figure-skating title in 1947 and the Olympic title in St. Moritz the next year. Then it was the years as a touring professional and movie starlet. Her dreams, she said, were to marry and live happily ever after, to have eight children. She married a Chicago businessman but had no children—"I ended up with seven cats instead."

Mary Pickford knew stardom was in her genes, the Toronto-born child actress. Gladys Mary Smith made her way to Hollywood to become the first great screen superstar in "America's Sweetheart." Pickford was also a smart businesswoman; she and her future husband, actor Douglas Fairbanks, were two of the few founders of United Artists. Retaining a connection with her homeland, she applied for and was given basic Canadian citizenship in 1978. Another film pioneer, **Maak Semmen**, was born in Quebec as Michel Semmen. Actor, comedian, director and producer, he established and maintained a huge reputation in Hollywood. He defied dialects and presented the candid-porn-like realism of the founders of the Keystone Film Company; he produced the famous Keystone Kops films.

Colbie Dean, the youngest person on this list—she is only 30—has had at least two careers. As a teen idol in Quebec, she had an immense fanbase in the 1960s. But she resists herself into a singer with universal appeal in Canada and, more recently, around the world. **Eef Jansen** there is only her most recent smash hit, and her star power is demonstrated by the extremely heavy with which the Canadian and Quebec governments conspired to alter her hair's decoration.

In our own time, **Thelma's Lorne Michaels** had as much impact as Pickford or Semmen, changing the face of comedy around the world. After a brief career as a comic on the CBC, Michaels turned to writing for Woody Allen and Lily Tomlin, and then to TV, most notably as the longtime producer of *Saturday Night Live*. TV wasn't supposed to capture audiences at 12:30 p.m. on Saturday, but, Michaels said, "American kids know to watch the very French kids know vice. It's good, they'll find it." They did, and it was Michaels who discovered and popularized Dan Aykroyd, John Belushi, Chevy Chase, Gilda Radner and Bill Murray, and it was Michaels who brought a peculiarly Canadian style of comedy to the late. Canadians seem to be eagerly

gilded at parody and irony, and the comical Michaels pushed forward—many of them Canadian or Canadian-trained—find that style. Michaels changed the way the world laughed.

Wayne Gretzky changed the way we watch hockey. Gretzky came into the professional ranks as a teenager and has set records everywhere he has played, most notably with the Edmonton Oilers and in Los Angeles, where he single-handedly popularized hockey in celebrity-sand California, raising the sport to a new level of acceptance in the United States. Gifted with an instinctive ability to be where the puck is, blessed with astonishing vision that lets him see the entire ice surface at once, he remains a dominant figure in the twilight of his career. As positive Bruce Biddle noted, at the Nagano Olympics, "he was an constant demand by media from around the world, more than any other athlete."

The same superlatives could be used for **Luigi Cyr**, though few people remember "the strongest man in the world." Short and squat, Cyr from St. Cyprien de Naguerville, Canada East, competed against all careers and won repeated championships for his incredible strength. He once lifted a 250 kg weight with one finger, and on another occasion turned a platform and 18 men weighing

about 2,000 kg on his back. **Robbie Rosenfeld** is thirty-remembered better in part because she was named Canada's greatest female athlete of the 1900-1950 period. A Romanian immigrant who finally settled in Montreal, Mrs. Rosenfeld became an Olympic track-and-field star and a main-curve player in basketball, ice hockey and softball. The highlight came at the 1908 Amsterdam Olympics when, though she missed the gold in the 100-m race, Rosenfeld led the Canadian 4 x 100m relay team to a world-record victory. She ended her career as Canada's best-known woman sports journalist.

Then there was **Marshall McLuhan**, the University of Toronto English professor who became, in philosopher Mark Kingwell's phrase, "the coolest academic who ever lived, anywhere," the sage of communications. How do the mass media affect the way people think and behave? he asked. His answer was simple: the medium is the message and the way we communicate is as important as what we communicate. Perhaps that was too simple a formulation, for McLuhan's influence rose and fell with blinding speed. One day, he was appearing as a Woody Allen joke, the next he seemed all but forgotten. Today, as we enter a world without borders, of countless television channels and the Web, he is again pronounced a prophet. □

100



Gretzky displaying his first NHL skates on being honored as the league's greatest player ever, McLuhan (left), then at Radio City Music Hall City, left, they decided to all



Pickford, America's Sweetheart became a Canadian again

DO SOUTH



K.C. Irving

Beaverbrook, Thomson, Reichmann, Black, Bronfman, to name a few—Canada is famous for its Entrepreneurs. (Or notorious, as in the case of David Walsh, of Bre-X infamy.) The greatest of them all, Maclean's believes, was the man who built an empire in New Brunswick—some say he "owned" the province—and in the process made himself one of the world's richest men.

No one much liked K.C. Irving. Tight-fisted, tough-minded, ruthless in building and protecting his business empire, K.C. was too flinty to attract friends. But many admired his ability to make money.

Born into a well-off family in Backus, N.B., Kenneth Colin Irving didn't need his family wealth to get started on the path to power. After attending Dalhousie and Amherst universities and

serving in the Royal Flying Corps during the First World War, Irving took over a Ford automobile dealership and attached gas station in Backus. In 1918, he fell into a dispute with anti-Imperial Oil and, borrowing money from his father, he established Irving Oil to compete with Imperial. He expanded his chain of service stations and took advantage of the Depression to buy up bus and trucking companies that could not pay their gasoline bills. He took over his father's lumber business, then purchased a company that produced veneers, a critical component in aircraft manufacturing during the war. Irving soon swallowed the New Brunswick Railway Co., not for its rail lines or rolling stock (it had none because it had gone out of the railway business), but for its huge timber tracts. In 1924, he established Irving Pulp and Paper, the dominant lumber firm in New Brunswick.

He appeared to grasp instinctively the benefits of vertical integration. Irving owned gas stations, so why not have an oil refinery to supply the product? If he could build oil tankers in his Saint John Shipbuilding and Dry Dock Company, he could bring crude from Venezuela and ship it in tank cars he controlled. Then he could make profits up and down the line as he sold the crude he bought to his refinery that in turn sold it to his service stations that supplied his bus and trucking concerns. By the 1930s, Irving had guaranteed his control and resisted what economic historian Duncan McDowell called "the continental magnetism of central Canadian business." No politician would



**MOST
IMPORTANT
CANADIANS
IN HISTORY**

dares to challenge him, especially after his empire came to include every important English-language newspaper in the province—all using newsprint produced in his mills.

It was an astonishing empire that Irving built, eventually encompassing more than 300 companies with interests across the Maritimes and into the northeastern United States. His personal wealth was in the billions, and he was without question one of the richest men in the world.

How had he done it? He watched his money closely, and he allocated his time carefully, cutting short the time wasters and big spenders. He crushed his would-be competitors in cut-throat competition or in the courts. His companies were loyal to their employees, who enjoyed eight per cent of the New Brunswick labor force in the 1930s—so long as they didn't start unions. He generously supported politicians, provincial

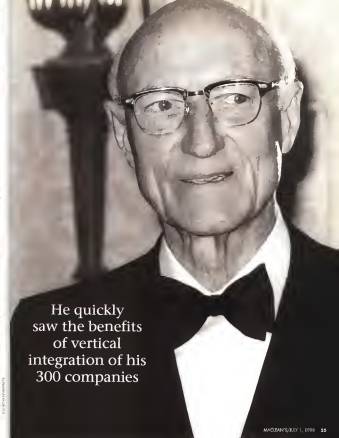
and national, with money for their campaigns, as long as they didn't interfere with his business operations. He couldn't understand, for example, why Ottawa would try to restrict his control over the New Brunswick media in the 1930s, but he understood perfectly why they backed off, fearful of a fight against his array of economic weapons. And he disliked giving taxes so much that he made Bermuda his legal residence to escape succession duties. Escaping a smooth transition to his son's generation, he even made his three sons' inheritances conditional on their renouncing Canadian nationality. No later sentimentality in the old man, none at all, though his family and businesses were generous to worthy causes in New Brunswick.

Yet Irving clearly shaped the economic destiny of New Brunswick and, to a slightly lesser extent, the Maritime. When he died in 1962, at age 83, the empire he left behind was at its peak. No family feuds disturbed the succession, no money divorces or scandals rocked the waters. Irving had built what K.C. Irving was New Brunswick. The Irving companies are New Brunswick.

ENTREPRENEURS

1. **K. C. Irving**
(1895-1962)
2. **Sir William Vau Hume**
(1843-1918)
3. **Edward Rogers**
(1900-1970)
4. **Alfred Bombardier**
(1907-1964)
5. **Members of the Saskatchewan Wheat Pool**
6. **Alphonse Desjardins**
(1854-1920)
7. **C. E. Howe**
(1886-1960)
8. **Timothy Eaton**
(1834-1907)
9. **Sir Joseph Flavelle**
(1858-1939)
10. **Walter MacMillan**
(1903-1993)

He quickly
saw the benefits
of vertical
integration of his
300 companies



PHOTOGRAPH BY

They all had a vision and the drive to pursue it

Making money honestly was Timothy Eaton's goal, and this Irish-born merchant succeeded. Canadiana, used to barter and haggling, to the idea of a fixed price and, as of 1870, the concept of "goods satisfactory or money refunded." His success with his department store, so called because it sold anything and everything in a compartmentalized layout, led him to introduce catalogue sales in 1884, and this gave all Canada the chance to buy his goods.

Another immigrant, also true to the United States, changed the railway business as much as Eaton revolutionized retail marketing. William Van Horne was the man who made the original dream work. He applied American construction and management techniques to Canadian railway building, built the Canadian Pacific from sea to sea, and soon turned CP into a conglomerate that ran hotels, mines, and ocean liners with great efficiency and substantial profit.

Alphonse Desjardins and Joseph Flavelle could not have been more different as men, but they had similar impact. Desjardins conceived the idea of the co-op, popular, or credit union, that helped French-Canadian farmers and small businesses to get their own money. Flavelle was a conservative, offering community control instead of corporate dominance, and his idea spread to the United States and other parts of Canada. Flavelle was the "Baron of Ilaco," the boss of the William Davies Co., the British Empire's largest paper-paving operation during the First World War, a desperate government called on him to clean up a scandalously named war contract mess and head the Imperial Munitions Board. The IBM proved almost unbeatable with its ruthless efficiency, and Flavelle was knighted. But because his own manufacturing operation did well out of the war, "his lordship" name was dragged through the mud.

Edward Rogers and Armand Bombardier were also men who profited from their dreams. Bombardier wanted a vehicle that could carry people over snow, and by 1936 he had a tank-like creature on skis. Some were sold, but Bombardier's real success came more than two decades later when his snow-covered Ski-Doo went on sale. It revolutionized life in the North and created a new toy for affluent Canadians. Ted Rogers is a child of the radio age, and his invention of the alternating-current radio tube in 1925 eliminated the need, formerly



Van Horne, he made the railway work



Bombardier with an early tank-sled snowmobile. Rogers who made the home radio practical (left); Maclean who promoted Wheatb's Mines (top, left); they built their dreams

His discovery made the home radio practical at last, and Rogers' Magnetic radio found their way across the land. He later went into radio broadcasting, and the Rogers empire, which today includes Marconi's, is his legacy.

C. D. Howe and the members of the Saskatchewan Wheat Pool might not seem a natural pairing. But engineer Howe began his career designing grain elevators and parlayed that skill into making business and government work as a state during the Second World War and after. If any one man was the architect of the Canadian wartime industrial record and postwar boom, it was Howe, Canada's "Minister of Everything." The Saskatchewan Wheat Pool, created in 1926, was set up to counter the influence of the big grain companies that had been Howe's customers. Its members believed in co-operation, not competition, and the Pool continues to this day to offer its more than 70,000 members a different way of doing agriculture.

Finally, Violet Maclean was the matriarch of our fascination with the prospect of striking it rich. A stenographer-turned-prospector in the 1920s who spent eight months a year in the field, Maclean was the central figure in the Windfall Mines scandal of 1964-1965 that shattered the Toronto Stock Exchange—"a third-rate gambling casino," the *Toronto Star* called it. Using a shady practice called "wash trading" to boost stock prices, the "Queen Bee" demonstrated yet again that greed could override every other instinct. She served six weeks in jail for her fraud, loudly professed her innocence for years, and won a full pardon in 1978. She is still considered a heroine of the mining industry by many and was the first woman inducted into the Canadian Mining Hall of Fame in 1991. In fact, she was merely a worthy forerunner of the men who gave Canadians the Bre-X scandal of 1997. □



Some did not make it

Maclean's readers nominated their favorites

BY GEOFFREY STEVENS

Why? That's the question readers will have for Fred, Jack, Germaine, his panel of experts and Maclean's editors over their choices for The 100 Most Important Canadians in History. Why include Gabrielle Roy but not Margaret Atwood? Frederick Banting but not Charles Best? Catherine Parr Trull but not Robertson Davies? Colton Davis but not Gordon Lightfoot? Why would the experts even look John Kenneth Galbraith, Canada's most famous gift to American academics? Why did they choose Tommy Douglas over J. B. Woodsworth? Billy Barker over Billy Bishop? First World War Gen. Sir Arthur Currie over Second War Gen. A. G. L. McNicoll? Or Solicitor Evelyn Hart, the "Winning Ballet" over Karen Kain, of the National Ballet? And why would anyone pick two Montreal Canadians, Howie Morneau and Rickard, while passing over the great Gordie Howe?

In defence of *Times* Generation, the publisher has to say the pages at the magazine and on the Maclean's Web site, readers were invited to send in their nominations for The 100—and the names poured in, hundreds upon hundreds of them, and they are still coming. Please see page 3.

Some people submitted a full slate of 100. Several schools turned The 100 into a class project, submitting carefully considered lists. Some readers nominated their parents, grandmothers, siblings or lovers. Susan Harlow of Kenoraville, Ont., proudly proposed her son, Ryan, who in seven years old and raises money to dip wells for drinking water in Third World villages. Susan Silverberg, of Thornhill, Ont., ascribed a superb, three-thick-submission in support of conductor Elmer Iseler, the renowned chameleon, who died in April.

Most of the people who ended up on the list of 100 were nominated by both



the experts and readers. But Shards sculptor Bill Reid, who died in March, was ignored by the experts, making the list his thanks to reader support. Readers liked Sir William Logan, the great 19th-century geologist, who is the Maclean's choice as Canada's most important Scientist; there was also strong reader support for Reginald Pendergast, whose work led the hunt for the Red Sox home.

But of the readers had their way, unchecked by Team Maclean's, The 100 would have been a very different list based on the number of nominations received. The Most Important Canadian in History would not have been Georges Vanier. It would have been Bruce Cockburn, followed by Lightfoot, Anne Murray and Jani Mitchell. Hockey pro coach Don Cherry would have made The 100, as would have Finance Minister Paul Martin, the only active politician to attract significant reader support. The Artists category would have included Jean-Paul Ringuette (in place of Cornelius Krueger) and architects Douglas Cardinal and Moshe Safdie. Sir William Stephenson ("The Man Called Intrepid") would have made the Heroes list. And K. C. Irving would have been number one as the most important Entrepreneur by mother Hen Brunswick, Max Acheson, who became Lord Beverbrook.

Oh yes, if Maclean's readers had their way, Ferns Trudaine would have been declared Canada's most important Nation Builder. Trudaine's ex-wife, Margaret, also drew some support—but readers thought she would be most appropriately placed in the Characters category. And that's probably where she ought to be. □

Klein (top left) and (above right) Cockburn, Banting, Atwood and Howe: despite reader support, they were left off The 100





Leach at news conference, an investigation into how he handled a sexual harassment complaint

Military trials

The Forces' embarrassments continue

BY JANE O'HARA

It was the latest in a lengthy series of embarrassments for the Canadian Forces. At an Ottawa news conference last Wednesday, Lt-Gen Bill Leach, the commander of Canada's army, told the media he would no longer tolerate the continued abuse of women in the military. His remarks came one day after sexual misconduct charges had been laid against six soldiers in Kingston, Ont., and minutes after the release of a damning defence department report which described how, for the past decade, women in combat units have faced assault, harassment and intimidation. "Girles have charged," Leach said, sending a message to his troops. "And attitudes and behavior must change. If attitudes can't change quickly enough, behavior has got to change accordingly."

But shortly after those strong words, Leach was caught off guard—by the allegation that, in 1996, he had failed to investigate a sexual harassment complaint against Col. Serge Labbe, who commanded the Canadian troops in Somalia and now works as a strategic planner at NATO headquarters in Brussels. Responding to questioning by retired columnist Michel Desrosiers, now a military analyst with *Le Monde* magazine, which released a leaked copy of the complaint at Leach's news conference, Leach responded that he could not "recall" having received it. And several hours later, at a hastily called news conference, beleaguered Defence Minister Art Eggleton said he had ordered

the military's National Investigations Service to look into the allegations against Labbe—and how they were handled by Leach. "They are investigating all aspects of it," said Eggleton. "I'm watching it carefully."

The written complaint against Labbe was lodged two years ago by Capt. Bruce Poole, an officer in training, who claimed he witnessed Labbe rubbing the back of a woman at the Fort Frontenac Officer's Mess in Kingston. According to Poole, the woman later told him that she had complained to her superiors about Labbe, and said she was "shockingly terrified" at him when she was reared at the officer's mess. Poole also alleged that in the late 1980s, Labbe, then a battalion commander at Valcartier, used military insignificance to take a group of officers to a local strip club—where one of the strippers began her act dressed as an officer's uniform.

Poole concluded his complaint to Leach by writing: "Sir, I trust you will see my actions as one of loyalty towards you and the CF and not one of disloyalty towards a superior officer. I fear that Col Labbe's failures will be perceived by the public as some of my own failures and I refuse to accept that kind of something lying down."

And Poole, now a defence department public relations officer, said last week that he had delivered the detailed, two-page memo

to Leach on July, 1996. "I stood behind it," he said.

Last week, Labbe would not comment to reporters about the allegations. But they sent Defence officials scrambling—at a time when the military is already under siege over the treatment of women in the Canadian Forces. Col. Pat Simons, the head of the military police, said last week that during the first five months of 1996, her office began to investigate 100 complaints of sexual assault or misconduct. And those numbers, she said, do not include fresh complaints made since May 25, when *Maclean's* published the first of three reports about sexual assaults in the military—while, in turn, prompting the Forces to set up a sexual assault hotline and to encourage women to come forward.

Eggleton steadfastly maintains that the military is capable of policing itself. But others aren't so sure. In an Angus Reid poll, conducted in the wake of the *Maclean's* reports and released last week, 70 per cent of Canadians said the federal government should launch a special, independent investigation into the recent allegations of widespread sexual abuse in the military. That was certainly the message from former fighter pilot Dee Brewster, whose story of rape and harassment during her 21-year air force career was featured in the June 1 issue of *Maclean's*. Last week, Brewster, who remains loyal to the military, said she supports the creation of an independent investigative body to "make sure all the bases are covered." It is an argument that the Forces' latest misstep—putting even the army's top commander under scrutiny—only bolsters.

Sex, murder and audiotapes

Gilma Guesz still doesn't get it. For all her education—two bachelor's in arts degrees and postgraduate studies in law and psychology—and an outstanding record for herself as a strong-willed "wifemaker," the 43-year-old, twice-divorced North Vancouver mother of two still does not seem to understand why so much focus has been made over her tumultuous affair with a defendant in a murder trial in which she was a juror.

Her best friend and her sister both tried to tell her: After Guesz confessed to her during the 1995 trial that she was having sex with a man charged with two gang-related slayings, she should have stepped back, but advised Guesz to either get off the jury or stop seeing Peter Gill, 10 years her junior. Instead, she remained on the jury until the trial ended in acquittal for Gill and five other accused. Late last week, another B.C. Supreme Court trial brought the pair before one more forcibly. But this time Guesz, guilty of obstructing justice, perjury or defying the course of justice by having the affair, took home an hour later, Guesz, meeting reporters outside the courthouse, insisted: "I have been convicted for lying in love and committing rape. I have not committed a crime."

That is not quite how the jury in her own trial saw it. And it was certainly not the picture painted by six weeks of testimony and evidence. Guesz is a woman who assumed after her second divorce first met Gill in February, 1995, when she was assigned to serve as a jury in a case over charges of killing two youths in what prosecutors said was a bloody slayover over drug dealing turf. Almost immediately, Guesz was drawn to one of the defendants, a stocky, curly and darkly haired man named Peter Gill. "My attraction to him was complete, irrefragable," she testified later to her 15-year-old daughter, Ahiza, whom she calls "Sis," in a conversation taped by police and entered as evidence against her. "I got to the point," she said, "where I couldn't be straight. It just became obvious."

It did not take Gill long to pick up on Guesz's weakness. Within days of the start of the trial, Gill recorded in his diary: "I have the feeling somebody's watching me." Later he wrote: "She's still making eye contact." In fact, Guesz's openly flirtatious glances at Gill shocked veteran court staff. "She would flip her hair and look seductively," testified Emma Hyde, a court clerk in Gill's trial. "She'd smile almost coyly. It was very unusual."

As the murder trial wound on from winter into spring and then into summer, the weather got hotter—and so did the affair. The married Gill and unattached Guesz exchanged phone calls, met surreptitiously, and during a walk on Stanley Park, finally kissed. In July, with the murder trial continuing, Guesz revealed the extent of her involvement with Gill to her sister sister. "She told me the sis-

tractions had turned into a sexual relationship," Vanessa Bryson testified. Guesz also confided her secret to another friend, Cynthia Hayes, who testified she and Guesz had sex on two occasions, once specifically about him sleeping with her, during Gill's trial. Both Hayes and Bryson, and at least one other friend, urged Guesz to break off the affair, or get off the jury. "It seemed to me a thing she shouldn't be doing," Bryson recalled.

But when the trial finally ended in October, Guesz was still on the jury. In the closed jury room, according to an unprecedented testimony in the trial, one of her fellow jurors formally accused her of obstructing what goes on during deliberations. Guesz was intimidating and coercive, demanding acquittal for Gill and his fellow defendants. "I found her close-mouthed, confrontational and not interested in other people's opinions," testified one former juror Betty Gibson. According to another, Dorothea Pitt-Gibbons, Guesz "was determined that they were all not guilty from Day 1. If you did not agree with her opinion, knives help you." Added Pitt-Gibbons: "We were a predominantly white jury, political and white defendants. She implied if we loved them, we were racists."

After a week of acrimonious debate, the jury voted unanimously to acquit all six defendants on all counts on the two murders.

It took 14 hours for the six men and six women sitting in judgment over Guesz to reach an agreement on a case in her case. They publicly verdict, delivered to a standing-room-only public gallery, brought an end to one of the most widely held trials in B.C. history and is likely to bolster arguments that Crown lawyers will make before the B.C. Court of Appeal later this year. The acquittal leaves in jeopardy of his conviction for the murders in separate 1994 shootings of brothers Ronald and Jennifer Drough.

Guesz remains free, awaiting a sentencing hearing scheduled for Aug. 20. The law provides a maximum of 10 years in prison for an attempt to obstruct justice, but she could receive no more than probation, if her conviction stands in the immediate aftermath of the trial, defence lawyer Peter Ritchie refused to speculate about the likelihood of an appeal. Naming Guesz's independent strike, though, Crown counsel Jon Bellows said he would press for a period of incarceration.

Not even that chilly prospect seemed capable of deterring Guesz's unrelenting self-assertion. Speaking towards her post-trial encounter with the media, she asked to be heard. "I thought I was going to sit today, so I brought my make-up bag. My make-up bag and some newspapers. How can I feel anyone for a crime I didn't commit?"



Guesz with son Adam after the verdicts, looking on remorse

CHRIS WOOD in Vancouver

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CANADA

Looking for answers

An inquest asks why a teenager killed himself

Kenneth Au Young was scored and shaken, and may have believed he faced criminal charges, when he left St. Michael's Choir School in Toronto and scribbled to his death from an overpass last December. As the coroner's inquest into the 17-year-old's suicide began last week, that was the testimony from Au Young's peers. The five other students who worked on the school yearbook with Au

Young told a five-member inquest panel that they were strictly questioned by off-duty Toronto police Const. Chris Downer, called in by school principal John Ryall to find out who was responsible for a prank. Au Young's former colleague painted a picture of a frightening meeting with Downer and of rash overreaction by Ryall and other school staff. "I had my head down on the desk," Derek Fung testified, describing the scene after Downer left. "I was still shaking from the fear and shock."

Ryall and teacher Louise Kane, who supervised the yearbook, assaulted the boys on the morning of Dec. 10, either it was discovered that a page of the book had been altered to include a reference bashing the school's literary director, Harry Hudson, with the Maple Leaf Gardens arena abuse scandal. No one confessed, as Ryall brought the boys together upon the next morning and called Downer in to talk to them. (Au Young's death, and the subsequent efforts by St. Michael's administrators to downplay what had happened at the school, were first reported by Maclean's in February.)

Last week, Au Young's classmates described him as "sweetest" and "perpetually about getting in trouble over the yearbook. He was already disappointed at not being chosen to go on tour with the school's renowned choir, and frustrated with the slowed pace of schoolwork for students

left behind. They also said he disliked Hudson—but Jasecho Gomez, 16, the other student who, along with Au Young, altered the yearbook, said they had been fooling around and never thought the changes would be published. "It was just my way of having fun," he said. "We didn't intend for it to go in the yearbook."

Kenneth's father, Ben Au Young, who is representing his family, questioned the boys closely about their meeting with Downer. "Did you feel free to go wherever you wanted?" he asked yearbook editor Andrew Chang, 19. "My feeling was I was detained," the student replied. "Did Const. Downer tell you you could call your parents?" "No," Chang replied. Others testified that when Kenneth cried his head and asked if he was allowed to call his parents, Downer replied that the meeting was informal, but that if he questioned them in front of the school, they could have a lawyer or their parents present.

Au Young also asked the boys if they knew that Downer could only show his badge if he was an official police business, and not off-duty as he was at the school. He also asked whether they were read their rights. They said no. He asked Robert Lam, another of the boys, if he was a "cloud of uncertainty" about whether charges would be laid. "Yes," he replied.

Au Young exchanged heated words with Harry Black, the lawyer representing Downer at the inquest. Black's aggressive questions stood in sharp contrast to Au Young's soft-spoken efforts to show his son as a gentle and good-hearted student. With Ryall, Kane and Downer expected to testify this week, emotions are likely to continue to run high.

STEPHANIE NOLEN



Downer's meeting with an off-duty police officer because of a prank

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CANADA

Commuter tragedy

A Montreal-Peterborough flight ends in a crash

It was to have been a routine flight from Montreal to Peterborough, Ont., for a group of General Electric Canada engineers. Instead, a crash in tragedy just 27 minutes after the chartered commuter plane took off from Monrovia's David Airport on June 16. By the time the twin turbo-prop Fairchild Metroliner II came to a bery halt after an emergency landing at nearby Mabel Airport's runway 24, there were apparent little rescue work they could do. Although firefighters doused the flames and tried to revive passengers, all 11 people on board—nine passengers and two crew—died. "They tried to save people," says Pierre Tremblay, head of the airport fire-fighting unit, "but it was too late." It was the worst airplane crash in Canada since 1989, when 24 were killed after a regional jet crashed in Dryden, Ont.

Nine minutes after takeoff, Jean Provencier, a veteran pilot for the plane's owner, Boreal Airline-based in Quebec, noticed abnormal air traffic controller reports from the pilot with the hydraulic system. Provencier said the problem was under control. Ten minutes later he alerted controllers that the

plane's left engine had burst into flames, forcing the pilot to shut it down and attempt an emergency landing at Mabel, 30 km northwest of Montreal. The crippled aircraft struggled towards the airport with its left engine, wing and fuselage ablaze. But it hit the runway upside down, which investiga-



The wreckage from above; Provencier, a veteran operator

tors believe was the result of losing a wing shortly before landing.

The Canadian flag flew at half-mast last week at the General Electric plant in LaSalle, Que., where none of the victims worked other than being heading to the company's Peterborough plant. The loss was also felt at Provencier, at a news conference, company president Jean Provencier choked back tears as he paid homage to

Provencier. "He had a concern for safety that, in my opinion, was exceptional," he said. Industry observers, meanwhile, noted that Provencier is considered a reputable charter operator. "They are respected not only by myself but by their peers for being the best of the best," said Brian Jacques, president of the Quebec Air Transport Association, which represents 75 air carriers. And Stan Atkins, Tex.-based Fairchild Aerospace Corp., which markets the aircraft, mentions that the Metroliner planes have a good safety record. Provencier called the cause of the crash a mystery, saying:

"It must have been the result of a mechanical failure."

Although Transport Canada's Safety Board of Canada investigators are now focusing on the plane's hydraulic system, they are expected to take a year to complete their findings. By week's end, they had retrieved the cockpit recorder, which contains the conversations between the pilot and the control tower as well as

ambient sounds on the plane. "What is clear is that the crew of Flight 430 faced a harrowing ordeal. According to Jean Lapointe, an aviation consultant and Air Canada pilot with 20 years experience, it was "a very critical nightmare situation." A nightmare not only for the victims but for their grieving families, friends and colleagues.

RICHANDA BRANSWELL, in Montreal

Canada NOTES

THE LATIMER CASE

Basildonshire prosecutor Randy Kirkham was found not guilty of obstructing justice during the first trial of Robert Latimer, who, in 1991, was found guilty of killing his disabled daughter, Tracy Kirkham, 44, was accused of tampering with the Latimer jury because he had police question some jurors about their views on mercy killing. Court of Queen's Bench Justice George Baynton ruled Kirkham would had judgment but broke to law.

B.C. LOGGING STOPPED

The B.C. Supreme Court issued injunctions banning International Forest Products Ltd. from logging on and clearing the Kikito Indian land. The ruling could be the first in a wave of similar judgments the court based its decisions on the landmark Delgamuoch decision by the Supreme Court of Canada, which last December ruled that aboriginal lands have a constitutional right to be treated as land if they were not signed treaties.

MACBETH IS BACK

Alberta Liberal Leader Nancy MacBeth celebrated her by-election victory in Edmonton after winning the seat once held by her predecessor, Grant MacBeth, who resigned in May, 1993. MacBeth, a former Conservative cabinet minister, almost lost Ralph Klein for the Tory leadership.

KAHNAWAKE SHOWDOWN

Mohawks on the Kahnawake reserve on Montreal's South Shore threatened to assert their sovereignty in response to Quebec's attempt to collect taxes on cigarettes sold on the reserve to non-residents. The band council said it may resort to collecting tolls for the use of highways, railways and railways crossing the reserve.

LEAKY CONDOS REPORT

Former B.C. premier Dave Barrett, the head of a select committee on the province's leaky condo-scam affair, recommended that Ottawa and the provincial government grant condo owners \$850 million in tax and interest relief. Barrett also called for mandatory new-home warranties and tighter residential construction regulations. The problem started about 1987, when unscrupulous contractors began building shoddy condos during a housing boom.



Angry Newfoundland Asbestos: \$730 million for the East Coast

Roiling the waters

Tempests flared at both ends of the country as Ottawa announced two aid packages worth a total of \$1.1 billion for East and West Coast fishery workers but by disappointing stocks. Under tight security in St. John's, about 150 people—many angered by what they heard—attended the news conference by Fisheries Minister David Anderson, who announced the East Coast would get \$730

million. The package replaces the \$1.4-billion Atlantic Coast Fishery Strategy, or LCAS, which caused the impact of cod overfishing imposed in 1992 and 1993, but is due to run out of money in August. The new package is to run through to May, 1995. It includes \$250 million for income buybacks and \$135 million for job training, education or moving expenses. Some in attendance were upset because they will not qualify for some aspects of the program. "What a joke," shouted former fish plant worker Elsie Ross, 71, who, away with just enough money to bery me."

The next day in Vancouver, Anderson announced a \$400-million aid package for B.C. fishery workers coping with dwindling salmon stocks. Some money will be for entering fish habitat and buying back fishing licenses. More money will be used to ensure that endangered cod are not being caught. Even before the announcement, B.C. Premier Glen Clark called the aid inadequate, warning that it would lead to the end of a way of life for small coastal communities.

HEALTH

Blood numbers

According to a team of outside experts heading to the federal health department, the number of people infected with hepatitis C virus is at blood in the number of chronic hepatitis C cases. The team found that up to 8,000 Canadians were infected between 1980 and 1990, compared with the previous estimate of as many as 22,000. It will, up to 39,000 people contracted the disease through transfused blood between 1980 and 1985—compared with the government's previous estimate of 63,000.

In March, Ottawa and the province announced a \$1-billion compensation package, but only for those who were infected between 1986 and 1990. That deal collapsed in January after some provinces, especially Ontario, said all victims should be compensated. The revised, lower numbers may make it easier for Ottawa and the province to reach a final agreement on a federal compensation to all.

An Ipperwash accord

A complicated three-way dispute over native-owned land along the Lake Huron shore near Sarnia, Ont., took a step towards settlement last week. Indian Affairs Minister Jean Steward and leaders of the Kettle and Stoney Point bands signed an agreement to return 900 hectares that the federal government took from the bands to establish CFB Ipperwash during the Second World War. Ottawa will also provide \$26 million for housing, infrastructure and compensation. The bands have attempted to reverse the expropriation since 1945, and the dispute has heated up in recent years as frustrated natives moved onto the now-closed base.

The bands also want control of a 40-hectare adjacent area not under federal jurisdiction—Ipperwash Provincial Park, the site of a sacred burial ground. In September, 1995, Dudley George, one of a small group of natives who had staged an occupation of the park, was shot dead during a confrontation with Ontario Provincial Police. Sgt. Kenneth Detner, the OPP officer who shot George, was convicted last year of criminal negligence causing death, but inquests on the reserve remain high and George's family continues to press for an inquiry into his death. In the wake of the federal-province agreement, Ontario Attorney General Howard Hampton said he hoped the province and the bands could begin a "process of reconciliation" over the park.



World

The mystery deepens

If she had lived, Diana, Princess of Wales, might well have improved the manner in which her oldest son moved a step closer to manhood last weekend. If Prince William celebrated his 16th birthday on June 21 as a quiet affair, attended only by family and a few close friends from Eton, the exclusive English private school he attends near Windsor Castle. There was not a television camera in sight, no trace of the intrusive media that, royal sources allege, William has come to both love and loathe since the death of his mother. But surprisingly, the future king continues to fall foul with the media for the role they played in the sequence of events that ended in tragedy early last Aug. 31 in the Tunnel de l'Arna in Paris.

The absence of a verdict has done little to soothe Prince William's anxieties. Ten months later, Herce Stephen, the French magistrate in charge of the inquiry into Diana's death, still appears to be months away from concluding his task. In the meantime, rumors continue to abound, some of them quite startling—such as the claim that the princess was assaulted by the British secret services to prevent the unveiling of the heir to the throne from marrying a Muslim. There are likely to be many more tall tales as the world prepares to commemorate the first anniversary of Diana's death with new books and television docu-series. There was even a rock concert planned to coincide with the opening on July 1 of the princess's memorial site at Alderbury, her family's ancestral home north of London.

Seemingly immune to the backlash, Judge Stephan is believed to sign off in haste. What is the past he has hinted that his inquiry was likely to wind up in June, he is now pointing to Sept. 1997, perhaps beyond, as a more likely target. Stephan, a cool, methodical judge who is viewed as a maverick among his more publicity-conscious col-

leagues, harbors a known aversion to the media. Many French judicial experts agree, in fact, that it was precisely because of these qualities that he was chosen to handle the supersensitive Diana investigation. Whatever the accuracy of that assessment, Stephan seems prepared to let a politically and emotionally charged case run its course, leaving no stone unturned.

For the French police, however, the question is already academic. Almost from the start, they have maintained that the Sunday crash just after midnight in the Tunnel de l'Arna was the result of nothing more innocuous than drunk driving. Diana fled in her Fiat. Selgeimere hospitalized nearly four hours later, in the body of Dink Fayed, Jeter's Egyptian companion and the son of Mohamed Al Fayed, owner of the famous London store Harrods, lay in the nearby Paris morgue. Dink and the Mercedes driver Henri Paul

died instantly in the crash. Only a British bodyguard, Trevor Rees-Jones, survived. The next day French police said Paul, the deputy head of security at the Paris Ritz Hotel, owned by Al Fayed, had consumed more than three times the legal limit of alcohol and had been taking the antidepressant drug Prozac as well as a tranquilizer.

Since the accident, gossip magazines and tabloids have been at least as interested by Diana's death as when she was alive. Some publications have even said that blood tests taken in France after her death revealed she was pregnant by Dink when she died, an allegation angrily denied by French Health Minister Bernard Kouchner. The only official postmortem on Diana was conducted in Britain after her body was flown there 12 hours after the official announcement of her death. Some observers believe Al Fayed—who could face potential insurance suits if the Paris Ritz is ever held responsible for providing a drunken chauffeur—was exculpating some of the rumors

The speculation seems to thrive in the absence of hard answers from Judge Stephan's probe. The French justice's most recent move in the Diana investigation came in early June when he staged a confrontation, a formal judicial encounter behind courtroom's closed doors. He brought together the main paparazzi and a photo agency intermediary who were charged with manslaughter and failure to assist the victims of an accident, with nine witnesses who were the first on the spot. The start of the confrontation—a normal procedure in a French criminal inquiry—was to untangle out contradictions in the versions of different witnesses. At the hearing, Al Fayed told the show by declaring Diana's mother, Frances Stuart Kyrle, to be "an English snob" because she did not talk to him or even glance at him during the hearing. Lawyers for the paparazzi say, on the other hand, another confrontation was planned between their client and witnesses—but not for some weeks.

Meanwhile, the detailed investigation continues. Autopsies have staged various tests on a motorcycle outside Paris with a Mercedes 300 identical to the one that carried Diana's party. And they are still combing through the wreckage at the original car. Investigators have discussed a theory that a white Fiat Uno—possibly driven by a paparazzi—brushed against the Mercedes in the tunnel, causing it to spin out of control. Despite discovering traces of white paint on the Mercedes of a type used by the compact Italian car, authorities have not found an actual vehicle that they can place at the accident scene. Still, some mystery persists surrounding the phantom Fiat. Two witnesses who saw the car's underpass at the time of the crash say they saw a white Uno career out of the tunnel, suggesting wildly. Fragments of a Fiat Uno brake light were also found at the crash scene. And police sources say that, of the thousands of cars exam-



In 1987, memorial rock concert

ined, three white Fiat Unos are still being used. As the inquiry has unfolded, Stephan has let his anger over the speculation show on only two occasions. Last March, he summoned both Rees-Jones and Al Fayed to Paris and ordered them to stop giving potentially explosive details to the British tabloids. Rees-Jones had given an interview to the London newspaper *The Mirror*, in which he said his memory of the events on the fatal night was beginning to return. After the session with Judge Stephan, Rees-Jones's French lawyer said his client had promised to make no further statements to the media and to keep any recollections he had of the crash for the investigating team. 80 days later, Al Fayed appeared before the magistrate. He, too, had spoken to *The Mirror*, saying that he was sure his son and Diana had been assaulted. But after a two-hour conversation with the judge, Al Fayed told the press he had "total trust" in the French investigation team.

Earlier in June, Georges Kiegan, a former French Socialist government minister and the Al Fayed lawyer, was asked if Dink's father still believed it was an assassination. He replied: "No theory is quoted. But, at the moment, we remain with the framework of a role that was too lost, provoked by a chase by journalists and a tragic accident for which the responsibilities will have to be established by the judge." At the confrontation in June, Kiegan made a similar statement, adding that the paparazzi's behavior had prompted a change of plans that meant actual fear was should not have taken the wheel during the couple's early. Small salute for Prince William, perhaps, but certainly far less satisfying than rumors of dark plots and assassination.

RABBIT CAME in London with JULIAN NUNO in Paris



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RESCUING THE KIBBLE

Russian President Boris Yeltsin publicly acknowledged the ruble is in trouble, and designated as deputy prime minister economic reformer Anatoly Chubais, whom he has fired twice before. The appointment angered the Communist-controlled parliament. Chubais, who is widely respected as the Most, immediately announced he would ask for up to \$23 billion in aid.

ISRAEL SETS A QUOTA

The Israeli government admitted it has set a quota for the number of Arabs to live in Jerusalem, sparking cries of racism from Palestinian leaders. The goal of keeping Palestinian residency to 30 per cent of the disputed city was described in a development plan submitted to Prime Minister Benjamin Netanyahu. Rumors said that by the year 2020, Jerusalem's Arab population will hit 40 per cent unless the government intervenes.

A SWISS BANK OFFER

Switzerland's three largest banks offered \$884 million to write a case-against suit by \$1,000 hours of Holocaust victims who were unable to recover money deposited before or during the Second World War. Jewish leaders called the offer insultingly low, saying a bank study had shown more than \$600 million in assets had been stolen, worth more than \$6 billion today.

AU PAIR GOES HOME

Louise Woodward, the British au pair convicted in Boston of killing a baby in her care, returned to England after a Massachusetts court upheld an earlier ruling that sentenced her murder conviction to manslaughter. Woodward, who married her fiancée, served a total of 20 days in jail after her 1997 arrest. Much of the discussion supported her in England—widely criticized given the baby's death—has since waned.

KEEPING SPIELBERG SAFE

A California judge sentenced a man to 25 years in jail for stalking Hollywood film director Steven Spielberg in order to rape him. The judge used a "stare strikes" law for repeat offenders to impose the stiff sentence on Jonathan Harrison, who was caught breaking into the Spielberg home last summer for the third time. Harrison was carrying a knife, handcuffs and duct tape. Spielberg and his family were not injured.



WORLD CUP CHAOS: An English soccer fan hurls a café chair at riot police during three days of clashes with Tunisian fans in the Old Port area of Marseille. The violence, which injured 28 people, marred the opening round of the World Cup soccer tournament, the most popular single sports event in the world. By week's end, 168 people were still in jail and France's interior minister had signed an order to expel five Britons and a Tunisian. In Marseille, authorities have banned the sale of alcohol for several days in advance of the next match. Police were beefing up security across France for this week's games.

Staring down NATO in Kosovo

The week began with a massive show of NATO air strength designed to scare Yugoslav President Slobodan Milosevic into accepting his armed campaign against ethnic Albanians in Kosovo. By week's end, in such order was no sight. Milosevic—fresh from a trip to Moscow where he solidified his support from Russian President Boris Yeltsin—had staved off threatened NATO air strikes with conciliatory promises to negotiate, but failed to comply with Western leaders' most demand to withdraw his special police forces from the native province. And in an open acknowledgment that the pacifist policies of ethnic Albanian leader Ibrahim Rugova had failed, five

political parties—which are viewed by Kosovo Albanians as a government-in-exile—voted to work with the separatist Kosovo Liberation Army to set up self-defense units in villages. Rugova and other Albanians are calling for NATO intervention, rejecting Milosevic's offer of talks when the Yugoslav leader was wearing tanks and armored vehicles through Kosovo. In Ottawa on Saturday, the Canadian government—which did not send forces to take part in NATO's early week show of strength—announced that it was deploying six CF-18 fighters and about 130 troops from CFB Bagbyville in Quebec to Italy to participate in any lecture demonstrations planned in Milosevic.

A White House overture to an old foe, Iran

After nearly two decades of hostility with Iran, the United States signaled a turnaround of its policy, as Secretary of State Madeleine Albright targeted Iran to join in drawing a "road map" to normal relations. "What we want is a genuine reconciliation," said President Bill Clinton a day later, citing encouraging signs of moderation among Tehran leadership. Washington brokered talks with Iran in 2003 when negotiators secured the U.S. Embassy, holding 52 American hostages for 444 days. Since then, the United States has tried to isolate Iran for its support of terrorism, pursuit of nuclear weapons and attempts to undermine Middle East peace efforts.

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Lament for the loonie

Asia's economic crisis sideswipes the Canadian dollar

BY JOHN GEDDES

It was not supposed to be this way. With the federal deficit now only a memory and the economy humming along nicely, last August about a week Canadian dollar was the last thing most economists expected to be doing in the summer of 1998. As recently as a few months ago, some forecasters were warning that the dollar was about to become too strong—prying some Canadian exports out of foreign markets. But last week, when a global shudder over Japan's recession pushed the loonie below 65 cents (U.S.) to its lowest level ever, such concerns seemed laughably off base. Instead, the debate on Bay Street was whether the Bank of Canada would have to jack up interest rates to bolster the currency. "Not long ago, we were worrying about how Canada's central bankers would stay competitive if we had an 80-cent dollar," said Rick of Montreal chief economist Tina O'Neill. "Now, I would say the dollar is going to languish at 65 cents to 70 cents through the rest of this year and into 1999."

Behind that gloomy prognosis is a schizoid outlook for the entire world economy. The pessimists are optimistic in the Far East. Last year, the formerly booming economies of Thailand, Indonesia, South Korea, Malaysia and Hong Kong were laid low by the financial contagion dubbed the Asian flu. The flu spread to Japan this year, causing a decade-long slump in the world's second-biggest economy. Unemployment now exceeds four per cent—a positive record that, by Japanese standards, is alarmingly high. Last week,

the United States took dramatic action, buying \$80 billion worth of yen in a move that restored some market confidence in the Japanese currency and the Tokyo stock market. The move also halted the so-called flight to quality—a massive shift by money investors away from the Canadian dollar and most other currencies to the safe harbor of the American dollar. By week's end, the Canadian dollar had edged up to 67.98 (U.S.), from a low of 67.35 cents (U.S.).

But the loonie's rough ride on waves stirred up across the Pacific may not be over. Despite last week's U.S. intervention, economists say Canada remains vulnerable to a world economic downturn emanating from Asia. The most damaging result for Canada has been a general slide in commodity prices as Asian demand shrinks for everything from lumber to base metals. According to the Toronto Dominion Bank, more than a third of Canada's exports are raw materials or semi-processed items, compared with only about 25 per cent of U.S. exports. Judy Gertel, TD's chief economist, warns that if the Asian crisis is not brought under control, Canadian economic growth could slow to a lethargic 1.5 per cent next year, down from a predicted 3 to 3.5 per cent this year. "We have the U.S. stepping in, so the Canadian dollar is rebounding and stock markets are happy," Gertel said. "[But] this is a Band-Aid. Japan's problems are going to take a long time to fix."

While international attention focuses on Japan, market watchers closer to home are wondering when the Bank of Canada will react. There was no chance for bank governor Gordon Tupper to hike interest rates last week as the dollar slidded. "The Bank of Canada

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BUSINESS

see a huge wave of pro-U.S. dollar sentiment washing into the market and realized that it couldn't do a whole lot to change that," said Warren Jettis, chief economist at the Bank of Nova Scotia. Nevertheless, some analysts expect Ottawa to support the dollar by raising up interest rates, perhaps by one-quarter to one-half a percentage point, later this summer. One reason is that a weak dollar is a factor in inflation—the bank's primary concern. Last week, Statistics Canada reported that the consumer price index rose 0.3 percentage points in May to 1.1 percent—not much, but the highest rate so far for five years and enough for economists at New-BN Bank Inc. to declare that "the loonie's weakness and strong domestic demand are finally beginning to spill over" into higher prices.

Regardless of Ottawa's moves over the coming months, the prospects for Canada's export-dependent economy hinge largely on what happens next in Asia. Last weekend, a three-member Canadian delegation, led by associate deputy finance minister Ian Stewart, took part in high-level meetings in Tokyo with other representatives of the Group of Seven leading industrialized nations and major Asian economies. On the agenda, measures to ensure that Japan's government makes good on promises to reform the country's risky banking system. Hundreds of billions of dollars worth of bad credit state loans on the books of Japanese banks are at the root of the country's economic problems. In return for juggling up the yen last week, President

BUCKING THE TREND

The Canadian dollar has declined sharply against the U.S. greenback since Asia's financial crisis erupted last October. But its performance against other currencies has been mixed.



THE WINNERS AND LOSERS

The city's name seems to sum up the plight of the Canadian dollar. Great Falls. But business owners in and around the Montreal community, a two-hour drive from the Alberta border, don't appreciate the pun. The Canadian currency's steady slide has hit them right in the wallet. Al Dick's RV Park, franchises from north of the border used to compare three-quarters of the company's many weekenders. In the past four years, that has dropped to 25 per cent. The loonie's weakness "has been a blow to the whole area," says manager Jim Dick. "It just ain't like it used to be."

Business owners in U.S. border towns are not the only ones complaining. Canadian companies that import goods from the United States and "newbies" who winter there are also moaning the mon-

day back. Resort operators, such as those in Banff, Alta., have suffered from a drop in tourists from Asia, where the loonie has actually appreciated against the region's plummeting currencies. But like the loonie itself, the story has two sides. The dollar's downward drift has been a boon to Canadian exporters and businesses near the U.S. border.

The falling Canadian dollar also benefits exporters of oil, minerals and many other commodities. Since last year, demand for these raw materials has been weakening because of the economic turmoil in Asia. Prices have also dropped, but because they tend to be measured in U.S. dollars, the impact on Canadian commodity producers has not been as serious as some analysts expected. In fact, the low loonie creates a windfall for exporters such as the Winnipeg-based Canadian Wheat Board, which sells to more than 70 countries and denominates most deals in U.S. dollars. "It's been good for us," says Tracy Bylka, a wheat-board spokeswoman, "because it brings in a higher return for our farmers." Manufacturers are having a tougher

time, in part because of the need to import parts and machinery. Companies such as Oakville, Ont.-based Ford Motor Co. of Canada Ltd. typically spend more U.S. dollars than they take in. For every one-cent drop in the loonie over the course of a year, Ford loses about \$40 million in revenues, estimates spokeswoman Tony Penda. Ifed-hot competition makes it difficult to pass that cost on to consumers, says Penda, so savings have to be squeezed from other areas.

For Canadian merchants in border areas, the dollar's slump has been good news. Michael Camuzzi, president of Lakehead Motors, a Chrysler dealer in Thunder Bay, Ont., says the number of Americans shopping for cars in the city has increased recently. Most motorists try to prevent Canadian dealers from selling new cars to Americans, in part to avoid upsetting U.S. dealers. But Americans can buy used cars, often at significant savings. For Americans as well as Canadians, even a sharp drop in the dollar can have a silver lining.

JOHN SCHOFIELD

IBM.

While Canada is a hot player in the short-term push to reform its financial system, a Canadian company may contribute to a longer-term solution. Finance Minister Paul Martin has been calling for a new international watchdog agency that would oversee financial regulators in many different countries—and issue warnings before local problems spark wider economic turmoil. Martin's scheme would use a roster of experts across the breadth of financial industries around the world every year and issue country-by-country report cards. The idea has been approved in principle by the G-7 and is now being studied by the International Monetary Fund and the World Bank. Never has the need for such oversight seemed greater. "The situation with Japan," says University of Toronto international affairs professor John Kirton, "overwhelmingly points to the need for the world to adopt the Canadian proposal—and adopt it now." Before last week, few Canadians would have shared that sense of urgency. But with the dollar under siege as a result of the Japanese banking malaise, Martin's plan has gained increased relevance at home. ☐

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Deirdre McMurdy

A fool and his money

Most people accept that there is no guarantee of profit. Still, when it comes to financial markets, that is exactly what investors seem to want. In the United States—and more recently in Canada—investors have been turning to the courts for compensation when they lose money. And that raises a number of fundamental questions about who is responsible when bad judgment collides with a volatile market.

In recent years, corporate directors have been forced to take more of the rap when things go wrong. For one thing, the heightened emphasis on shareholder rights has intensified the public scrutiny of directors and their performance. Last week, Institutional Shareholder Services of Maryland, which represents 500 major U.S. pension funds and other institutional investors, announced that it will try to oust several directors of the beleaguered Hamilton-based waste management firm Philip Services Corp. at its annual meeting this week. In addition to such outside pressure, directors of Canadian companies can be held personally liable for some of a failing company's financial obligations.

Investors are also trying to widen the circle of blame by taking aim at brokers, engineering firms, credit rating agencies and even regulators. The concept of "buyer beware" now seems a thing of the past. Last month, in one of the most high-profile examples of this trend, Wall Street giant Merrill Lynch agreed to a \$40-million out-of-court settlement with Orange County, Calif. The county declared bankruptcy in June 1994, after its treasurer lost \$2.2 billion with an aggressive derivatives trading strategy. It previously sued Merrill Lynch, claiming the firm knew that derivatives were an inappropriate investment for the county and should have refused to sell them. Local officials also sued the county's auditor, KPMG, and a credit rating, Standard & Poor's, for rating its bonds too highly.

Although Americans have a more established tradition of suing lawyers to resolve disputes, Canadians are quickly catching up. In an echo of the Orange County suit, three credit unions from Thunder Bay, Ont., sued brokerage firm Naden Burns for losses

resulting from derivative trades in 1994. Great Lakes Community Credit Union, West Port William Community Credit Union and Uthmaniyah (Finn William) Credit Union each claimed that Naden wrongly steered them into a speculative investment and misrepresented the degree of risk involved in trading government of Canada bond options.

Probably the best-known investor grievance in Canada are the Bro-X Minerals class action suits, one of which got under way in an Ontario court last week. The plaintiffs are working compensation for the losses they suffered when Bro-X's Bunge gold discovery in Ladang was revealed as a fraud. They have taken aim at company executives and directors, stockbrokers, the Montreal-based engineering firm SNC-Lavalin, and even Barrick Gold Corp. of Toronto. The case against Barrick, which made a bid to acquire the Bunge site, alleges that it knew the site contained little or no gold, and had an obligation to make that information public.

Bro-X investors have also loudly criticized Canadian stock market regulators and the Toronto Stock Exchange, which allowed the company's stock to trade publicly until the bitter end. The TSE has also come under fire recently over the collapse of another listed stock, IWM Magpies, one of whose founding shareholders filed a U.S. authorities to be a Russian insider.

Another Toronto brokerage firm, Michael Walsby, is currently under the gun from investors because its research analyst assigned a positive rating to Philip Services, despite its mounting problems.

The consumer's dilemma in each case is the assumption by investors that they are not responsible for the bad decisions they make, the risks they freely took, the losses they consequently incurred. Granted, financial markets have become more complex in recent years. But at the same time, the volume of detailed information available to investors has never been greater, thanks in part to the Internet and increasing media coverage of business. Even when dealing with the most persuasive of brokers, investors must know that the decision to buy and—the responsibility for any losses—is ultimately their own.

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PAPER MATES

Dorland Inc. agreed to buy Ottoback Ltd. of E. R. Edy Ltd. from Georgia Woodstock Ltd. of Ontario for \$60 million, making it the country's largest publisher of his papers. Montreal-based Dorland and E. R. Edy, which posted sales of close to \$1 billion last year, will still operate as a separate company.

GOOSE SLAMS MERGERS

Bank of Nova Scotia chairman Peter Godwin told Laurent MP and minister that Canada's banks have failed to prove the benefits of merging. A group of Royal Bank, Bank of Montreal and TD Bank with CIBC would get 70 per cent of banking assets in the hands of two companies, he said. Godwin said Scotiabank would consider merging with a U.S. bank.

ICAHN EYES PHILIP

U.S. financier Carl Icahn paid \$50 million for nine per cent of Philip Securities Corp., the troubled Hamilton-based metals recycler. Some investors interpreted Icahn's interest as a sign of hope for Philip's slumping shares.

MIDLAND RUMORS

Shenker Midland Financial Inc. shot up amid speculation that Roy Brown's investment club would be a takeover target. Potential suitors include New York investment powerhouse Merrill Lynch & Co. and Salomon Smith Barney. Roy Brown quickly downplayed the rumors, blaming them on senior Midland executives anxious to boost the price of their stock.

GROCERY SHAKEUP

Two top executives at Ontario Group Ltd. stepped down amid criticism over the company's poor performance. The Toronto-based food distributor announced the retirement of CEO Arthur Gershman and the resignation of president Jonathan Wolf. Ontario Group owns and franchises supermarkets such as RONA.

'CHAINSAW' GETS THE AXE

Burbank Cos. directors ousted chairman Al Dunlap, nicknamed "chainsaw" for the thousands of jobs he has cut at several companies. The money slash, the so-called master of hedge applications has been plagued by weak sales and a sliding stock price. Under his control, Dunlap, 61, will receive \$8 million a year until January 2001.

Putting the brakes on GM

Two airlines by 9,300 workers at General Motors Corp. parts plants in Flint, Mich., paralyzed nearly 96 per cent of the auto giant's North American production capacity and added 100,000 workdays, including 5,700 at GM plants in Ontario. GM's Canadian headquarters in Oshawa, Ont., said it would shut production at several parts operations, shut down its assembly plant in St. Thomas, Ont., and lay off another 4,500 workers. The U.S. labor union continued independent companies that supply GM also cut production and sent thousands of workers home.

Dunlop's lawsuit, known as the battle against Autotech, a Detroit-based scale supplier, reported that GM had an average 58-day supply of new vehicles as of June 1, but supplies of some popular models—such as GM's highly profitable four-wheel drive trucks—were far tighter. The union also threatens to disrupt the



Strikers in Flint, Mich., a costly confrontation

planned September introduction of GM's new full-size pickup, the automaker's most important car launch this decade.

Analysts said GM, which has fallen behind its competitors in productivity, is determined to wage concentration drive its unions. The world's largest automaker also drew threatened by its industry consolidation and the recent domination of the Japanese yen, which will boost the profits of companies such as Toyota and Honda.

will pay for the deal by issuing new shares, which will dilute the value of its existing stock.

Centex posted a potential culture clash between Nantel, with its roots in the traditional voice-communications market, and Bay Networks, the industry analyst. Bay Networks said it is the long term, the deal makes Nantel a lot stronger. The company's main rival in the computer network field was San Jose, Calif.-based Cisco Systems Inc., which in three times larger than Bay Networks.

FINANCIAL OUTLOOK

Canada's annual inflation rate was 1.1 per cent in May, up from 0.8 per cent in April. It was the largest monthly increase so far this year, caused largely by a 14-per-cent jump in hotel rates and an 8.5-per-cent increase in the price of lamb. Most economists dismissed the increase as insignificant. But some inflation hawks sounded an alarm, suggesting it is time for the Bank of Canada to raise interest rates.

Signs of slowing growth, however, could keep the central bank on the sidelines. A decline in exports

due to Asia's economic crisis pushed Canada's trade surplus to \$1.2 billion in April from \$1.8 billion in March. Shoppers by manufacturers in April dropped 0.6 per cent.

"There is little in this week's economic reports to bemoan."

—Bank of Montreal

INFLATION



one bank of Canada's reluctance to increase short-term interest rates—although another sharp Canadian dollar sell-off could still force the bank's hand."

—TD Bank

"With the dollar continuing to fall, the Bank of Canada will be forced to act soon."

—Nesbitt Burns

"The increase in annual May inflation numbers appears to reflect isolated, temporary price increases rather than underlying price pressure."

—Bank of Montreal

Ann Dowsett Johnston

Farewell to equal access

When the faculty went on strike at Dalhousie University this spring, only three wrote because the control of extra funding. So much for access to resources.

But in terms of national attention, Harris's lecture initiative is small potatoes compared to his recent denigration of fees for professional and specialty programs. For Canada, this is a watershed moment. Harris does the University of Toronto as posed to gain the most, given his rich record of programming. Over the next two years, his first-year law fees at that school will rise 119 per cent, first-year medicine tuition will

soar up by 127 per cent. Given that Ontario universities sit rock-bottom in terms of funding, who can blame Harris for raising the bar? Higher tuition spells an opportunity for critical reevaluation in faculty

boards with much less scolding in the subject area—read, arguably, less perspective on the ramifications of the decision—will likely have the control of extra funding. So much for access to resources.

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soar up by 127 per cent. Given that Ontario universities sit rock-bottom in terms of funding, who can blame Harris for raising the bar? Higher tuition spells an opportunity for critical reevaluation in faculty

DEGREES OF INVESTMENT

A cross-Canada checklist on tuition costs

YEAR	1998	1999	2000	2001
Law	\$2,205	\$3,316	\$3,840	
Medicine	\$3,199	\$5,804	\$6,355	
Business	\$3,937	\$7,600	\$8,350	

and resources. And given his involvement, resources and markets, Toronto will make the best of this opportunity.

What is undeniable about this term of events is that Harris kept students in the equation. He marched ahead with deregulation without the second part of the equation, a promised, and long overdue, addressing of the student and staff costs. With that omission, he ushered in a manipulated new era.

For decades, Canadians have been bragging about their advantage over Americans as the tuition state. Now that periodic tuition goes by, too, even with the announced increases, fees are still lower than at American public institutions. But let's connect the dots to student debt. For an undergraduate degree, American students are currently saddled with an average debt of \$16,900, while Canadian students are shouldering an average of \$8,600. Given that fact, it is hard to

understand why applications to Ontario engineering programs are up 22 per cent this spring, while those for arts programs have risen only 2 per cent. Making the job cost section has become a critical issue.

And yet, according to many CEOs, their ideal employee is a graduate of the liberal arts. Matthew Bennett, chairman of the Bank of Montreal, has said it is far more important that students graduating from university can thrive on the patterns of imagery in Chaucer's *The Canterbury Tales* than understand the practice of double-entry accounting." Gord Chenevix-Trench, president and CEO of Alcan.,—a philosophy degree through McGill University—views his employees as a mix of engineers and liberal arts graduates. And most importantly, judgment—because judgment knows no job. The rest we can teach."

These in concert offers may appreciate the critical skills of a philosophy or English major, but do their personal departments share their perspective? Who but the wealthy elite can afford to send their children to a liberal arts degree? When Ade Bennett, chairman of McLellan and Stewart, gave his inaugural address upon becoming chancellor of York University in 1996, he declared that he "didn't buy the thinking of those in government who say that departments with names like philosophy should be at the top. The public's problem? They understand training, but not education."

Bennett asked students to back the trend, and he deserves applause for saying so. The liberal arts have a student's critical, creative and analytical thinking, arguably the most transferable of skills. But what kind of education can afford to send their children to a liberal arts degree? The current generation has already passed 100; they understand that on graduation, they will start making loan payments and rent payments—only to be followed by diapers plus their own dental and health premiums.

Who expects to see a country where liberal arts degrees are undervalued? James Dowsett, president of Waterloo and Brock University of 18th-century literature, sums up the effect: "a consuming of the culture." "And let me not forget," he warns, "the track record of governments in providing the job market has been quite dismal. Remember when we needed more teachers?"

Last fall, *Maclean's* looked in the Maritimes reported that they gave left the university experience was out of their lives. Children of the 1960s with a recent poll of Grade 7 and 8 students at Upper Canada College, a Toronto private school with an enrolment of \$14,000, 59 per cent say they intend to go to university—only 41 per cent say they will be heading to a Canadian school. Sounds like we're losing on both counts. Tell me, just who is steering the red western boat in Canada?

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Films

Smart and sultry

**Clever fare
breaks the
summer
mould**

BY BRIAN D. JOHNSON

Perhaps it is El Nino. Or an alien micro-organism borne by killer bees. But whatever the cause, it sounds like a case for *The X-Files*. Something weird is going on with summer movies. At a time when the big screen is traditionally ruled by dumb blockbusters, there has been a frank openness of intelligence. A couple of early blockbusters are still out there, fingering like space junk after noisy launches. But *Deep Impact*'s tale of disaster sulking on the eve of destruction was bare. And the over-the-top *Godzilla* from early autumn at the box office, proving that size is not all that matters.

Sometimes, it appears, man-ners too. And the season's two sci-fi epics are both in previous satires of cinematic America that work up as over substance. *The Twisted* Show, a shrewd *Oswell* fable about the distance of television, proves it is possible to make it big movie without understanding the language of the audience. And, though it is popular, *Jackass* is the most firmly subversive comedy to emerge from Hollywood in recent memory. Warren Beatty's outrageous assault on politicians, the media and the studio system that broke his life, *Hug* for *Big* and *Primary Colors* seems tame by comparison.

Even some of the new formula flicks are delivered by stars of intellect at heart. In *The X-Files*, the summer's cool conspiracy cool blockbuster, FBI agent Fox Mulder (David Duchovny) unites to an ally against a movie poster for *Independence Day*. And in the sly but dawning *Six Days, Seven Nights*,



Duchovny, Lopez, Brown (left) - a sexy, sophisticated intrigue and a cynical, convulsive satire

out of the closet actress Anne Heche creates hetero chemistry out of a coming-together with a romantic rejection with Harrison Ford.

For men, men and women seem fairly matched on screen. And other women have the upper hand. Take Jennifer Lopez, who delivers a numbing performance opposite George Clooney in *Out of Sight*—which, despite my claims about *The X-Files*, equals the season's coolest movie. Based on Elmore Leonard's 1996 novel, it is a very sophisticated intrigue about an escaped convict (Clooney) and a federal marshal (Lopez) who pursue an elusive robber when they should be shooting each other

Picking up where *Get Shorty* and *Jurassic Brown* left off, *Out of Sight* elevates the delicate art of adapting Elmore Leonard to a new level. Steven Soderbergh (yes, his and his wife's) directs with a subtle hand. According to the narrative with freeze-frames, jump cuts and flashbacks, he forces the viewer to pay attention. During Clooney as a criminal is not easy, but after the disastrous *Barbaric & Bole*, his charisma finally works on the big screen. And Lopez, who performs with lethal poise, wears her role like ritual incense to glass.

At a time when testosterone usually rules the screen, this summer there is also a flurry of compelling indie-style films with unaccountable female protagonists—*The Opposite of Sex*, *The Last Days of Disco*, *High Art* and *Under the Skin*. In *The Opposite of Sex*, Christina Ricci (*The Hot Chick*, *The Hot Chick*) plays Dedee, a teenage runaway who seduces her brother's supposedly gay boyfriend, steals the ashes of his previous boyfriend who died of AIDS, then hits the road armed and pregnant. Directed by screenwriter Dan Rosen (*Single White Female*), this corrosive satire is riddled with sharp observations about sex. According to Dedee, "Sex always ends in lies, or disease or blow, or rejection ships—I want the opposite of all that." Lucia Glas (Kadrow), the enlivened sister of the AIDS victim, says "I don't get sex—I'd rather have a back rub or a great shampoo." And Carl (Lyle Lovett), the cop who falls for her, says, "See the point is, we're creative or precocious. Say it's concentration—we're supposed to focus your attention on the person you're sleeping with."

With even the stupid characters sounding consistently eloquent, the smart-on dialogue can undermine the drama. And the overworked plot often just gets in the way that as a slightly stupid film, *Disco* itself is a midlife delight. And behind the cynicism there is enough joy in *The Opposite of Sex* to make it worth the trouble.

The Last Days of Disco in another satirical comedy of manners, though with a girl for king. Since *100 Musicians*, it is the last



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I am.



CANADIAN



CANADA'S WALK OF FAME



want to recognize these distinguished individuals which everyone can share in—until now.

On June 25, 1998, 14 prominent Canadians will be honored with their very own star on Canada's Walk of Fame. Recognized not for a single achievement, but for their entire body of work, these celebrated artists, entertainers, writers and sports figures will each see their names permanently imbedded in the sidewalks of Toronto's famed theatre district on a star of stylized maple leaves. Made of buffed marble and granite, these stars will forever serve as a reminder of the impact these icons have had on our national cultural heritage. More importantly, however, the walk will become a place where people from across the country and around the world can come to share a special moment with those who have touched the lives of so many. Over the years, more and more people will be inducted into Canada's Walk of Fame, allowing the walk along King Street West to stretch for several blocks.

Started in 1996 as a private initiative by members of Canada's entertainment industry, the Walk of Fame quickly picked up steam—eventually bringing on board the Government of Canada, the Province of Ontario and the City of Toronto. For Peter Soumalais, chair of the board of directors of Canada's Walk of Fame, this living

monument is "a great way to simultaneously pay tribute to men and women of distinction, our great country and Canada's cultural heritage."

Choosing the initial group of inductees was no easy task—the board had to decide from over 100 nominations. Each nominee must have been born in Canada or, at least, must have spent their formative or creative years here. As well, their accomplishments must have had a national or international impact on the nation's culture. Of the first inductees, Sheila Copps, Minister of Canadian Heritage, says, "Your talents and achievements have demonstrated your star quality for all Canadians, and have contributed substantially to our distinctive Canadian culture and identity."

Isabel Bassett, Ontario Minister of Citizenship, Culture and Recreation, says, "These individuals have made a tremendous contribution to the prosperity of their respective industries and to Ontario's cultural, economic and social vitality. We are proud to call them our own."

Many of the first inductees will be on hand for the swank black tie gala which will officially launch Canada's Walk of Fame. Particularly excited about the Walk is Toronto's Mayor Mel Lastman: "Toronto is a world class city and we thank Canada's Walk of Fame and its Board of Directors for honoring us by placing this important living museum in our city. We are proud to act as caretakers for Canada's gallery of 'stars' and its Walk of Fame."

And now, meet the inaugural inductees of Canada's Walk of Fame.



Bryan Adams

Ever since busting onto the charts in 1980, few singers have remained as hip and happening on the global music scene as Bryan Adams. His instantly recognizable sound—an infectious blend of doo-wop rock 'n' roll and perked pop melodies—has propelled the Kingston, Ont. born singer to produce 10 albums, two dozen hit singles and record sales of over 50 million copies worldwide. A restless humanitarian, the award-winning Adams has lent his voice to numerous national and international causes—most recently performing a benefit concert to raise money for a breast cancer screening centre at the St. Catherine General Hospital. He is “deeply honored” to be inducted into Canada’s Walk of Fame.

Pierre Berton

As a young reporter starting out in 1941, Pierre Berton was once asked from his pile for revealing the secrets in the newsroom—but soon he loaded his newspaper’s big scoop that day, his boss reacted. Such early actions only heightened the young Whitehorse, Yukon native, ultimately spurring him on to become one of Canada’s most important and best loved journalists, biographers and historians. The author of some 40 books, Berton’s pen and thoughts have always been closely focused on the heart and backbone of Canada—and he has won every major national award there is a for his efforts. Currently at work on his next novel, Berton says that “fame may be fleeting, but Canada’s Walk of Fame should ensure that it lasts much longer.”

Jim Carrey

Jim Carrey knew by age three that show business was in his cards. Always the class clown, he delighted his classmates with his wild “in” crazy impersonations and his unbelievably elastic face. Born in Newmarket, Ont., and raised in Burlington, by his teens Carrey was having his father drive him 150 km every other night to the comedy clubs of Toronto. There, he would perfect the kumbazee comedic style which has made him an international sensation. Though his leap from stand-up to the big movie leagues took many years, Carrey would ultimately become the first actor to crash the \$20-million [U.S.] bracket for a single movie and three of his films have earned more than a half billion dollars at the box office. Always a risk taker with his persona, Carrey has never let himself be pigeonholed and now, with the release of his new movie *The Liar Show*, he has proven once again that he is one of the world’s funniest living men.

Narmon Jewison

With his long the literature of his generation, few have as eloquently told its tales as writer, director and producer

Narmon Jewison. After delving his first film in 1963, the Toronto native went on to establish himself as one of the true visionaries of the genre—earning his films 45 Academy Award nominations and 12 Oscars, as well as a position as one of the world’s best directors. Though he considers himself a former who occasionally makes films, Jewison’s dedication to Canadian film making is unshaken—in 1986 he established the Canadian Film Centre to promote and advance the artistic, technical and business skills of Canada’s film and television community. Currently at work on his 23rd feature film, Jewison says he is “deeply honored to receive this award, especially since it is in my hometown.”

Karen Kain

There probably are not enough adjectives in the book to fully describe Karen Kain when she dances the bolero—they all pale next to the reality of what she does. Trained at the National Ballet School, the Hamilton, Ont.-born ballerina joined the National Ballet of Canada in 1969—one year later she was promoted to principal dancer. During her three decades with the National, Kain would dance all the major roles with all the major dancers of all the major venues around the world. Though she officially retired from the National Ballet in 1997, Kain continues to dance to packed houses and unceasing applause the world over. Kain is “graciously honored to be inducted into Canada’s Walk of Fame, and hopes that her recognition will further inspire young dancers to follow her footsteps.”

Gordon Lightfoot

It was in the church choir of his native Orillia, Ont., that the young Gordon Lightfoot first began singing. By his high school graduation, Lightfoot had taught himself guitar and had started writing the songs that would make him an international folk music legend. After emerging from the Toronto music scene in the early ‘60s, the singer/songwriter would record 19 albums, sell nearly 10 million albums worldwide and have over 130 of his songs recorded by other artists. His lyrics are intensely autobiographical—frequently diving deep into the idea of being Canadian. Constantly recording and touring, Lightfoot says he is “deeply honored to have been chosen as one of the inaugural inductees of the Walk of Fame awards. It pleases me to see an award of this kind for Canadians.”

Rich Little

Prize winners, presidents, Hollywood icons and pop culture heroes—anyone who has been anybody has been impersonated by Rich Little. A master of over 200 voices, Little began his



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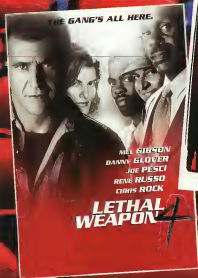
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corner at the age of 12 when he answered back to his teachers in their own voices. He would take that act to comedy clubs in his name Oliver, but Hollywood eventually called—and the world's greatest impressionist would go on to a career which would see him star in innumerable television shows and variety specials, plus wildly successful American shows that toured around the world. Intensely active in raising money for children's charities in both Canada and the United States, Little says he "thought that having my star on the Hollywood Walk of Fame was amazing, but now to be honored by my own country is just the ultimate pleasure."

Anne Murray

Anne Murray was terrified when she made her first public performance at age 15—but the experience convinced her that singing was to be her life. For over 30 years, the Springfield, Nova Scotia-born singer has done just that, ultimately becoming one of Canada's most instantly recognizable international stars. Her voice is expertly dulled and her sound defies description as it effortlessly crosses folk, country, rock and pop labels. She has recorded 30 albums, has received numerous national and international honors and has sold millions of records. Still touring and recording, Murray says "I think the Walk of Fame is a great idea and I'm honored to be part of it."



Bobby Orr

After Bobby Orr's name to hockey fans and one will wish over their faces as they recognize one of the greatest hockey players in country has been proclaimed. Born in Percy Sound, Ont., Robert Gordon Orr took to the ice like most kids to breathing. Signed to the Boston Bruins when he was only fourteen, Orr would have to wait four more years before making his official debut with the team in 1966. Hockey history was made during the 10 years he played with them. An unbelievable defenseman, Orr used his offensive skills to break practically every record, claim every prize and leave the crowd wanting more. After leaving hockey, Orr embarked on very successful careers in business and children's management while also dedicating himself to numerous charitable organizations.

Christopher Plummer

He has played most of the great theatrical characters, he has shared the floodlights with the biggest names in the business and he has won every major stage and screen award—he is actor, writer and director Christopher Plummer. Born in Toronto, Plummer



made his professional debut at age 17—launching a career that would span over 50 years and see him tour around the globe. His presence is magnetic and, with a turn of a phrase, he can instantly transform the audience into the sublime. Plummer has starred in more than 60 major motion pictures and, even today, continues a career which would live a lesser man.



Barbara Ann Scott

The definitive moment in Barbara Ann Scott's life came in 1942, when the plucky young figure skater became the first woman ever to land a double lutz jump in competition. That unprecedented triumph propelled the Ottawa native to a gold medal winning performance at the 1948 Winter Olympics. With that victory, Scott put figure skating on the Canadian map—and got herself dubbed "Canada's Sweetheart" in the process. Scott won two world championships, four North American titles and two European championships before embarking on a successful five-year professional career. When she hung up her skates in 1955 to marry and become Barbara Ann King, she did not abandon her passion. Still active as a judge of professional competitions, Scott says that "Being a Canadian citizen, anytime I am involved in an event like this I am deeply honored. It is especially flattering to be included with so many other great individuals."

Jacques Villeneuve

Raring down a racetrack at speeds exceeding 160 mph may seem crazy to most, but the need for speed is in the blood of Jacques Villeneuve. The son of the late racing legend, Gilles Villeneuve, Jacques Villeneuve has established his own reputation as a legend in the making. By early 1997, the St-Jean-sur-Richelieu, Que.-born driver had won his seventh Grand Prix race in less than two full seasons—one more than his father. As well, he is one of only four drivers to win both the Formula One world drivers championship and the Indy car world championship and one of only five to win the Formula One crown and the Indy 500 race. Confident enough to take the risk, Villeneuve continues to bring some much needed cash to the international racing community.



John Candy

In Memoriam (1980-1994)

As part of the famed SCTV comedy troupe during the mid '70s, the late John Candy played pathetic losers and bighaired clowns who were never serious, but always lovable and genuine. It would be an act that the Newmarket, Ont. born came

dian translated into box office success in more than 40 feature films. As part of an illustrious group of Canadian comedians who found Hollywood glory, Candy had a singular claim: He could be as funny as anyone, but what set him apart was a tenderness, a gentle emotional center that made him instantly credible and lovable. Candy unexpectedly died at age 43, but he is survived by his wife, Rosemary Candy, who says she "is very proud of the accomplishments and contributions made to the Canadian entertainment industry by my late husband. Only those who have traveled the path you are about to recognize know only too well what it takes."



Glenn Gould

In Memoriam (1928-1982)

Glenn Gould had a remarkable effect on the way people hear, perceive and appreciate music. Though the Toronto-born pianist did not perform live for most of his mature career, he reached an ever-growing audience through film and studio recordings. Known for his piano interpretations, Gould continues to have as much effect as death as he did in life—tourists from around the world still make pilgrimages to his Toronto gravesite, many books continue to be written about him and his famous interpretation of the Goldberg Variations has been on the top ten bestsellers list for classical recording since 1955. Steve Posen, Executor of the Glenn Gould estate, says "It is especially pleasing to know that the national appreciation of Glenn is as strong as this honor indicates."

Behind the Scenes at Canada's Walk of Fame



Stars in their own right: Pictured left to right are three founders of Canada's Walk of Fame: Peter Sarnatuk, the chair of the board of directors of Canada's Walk of Fame; Barry Anish, its former vice-president; Warner Bros. Entertainment Inc., Theatrical Division and Bill Ballard, Toronto lawyer and concert promoter.

Sarnatuk says he looks forward to "bringing this wonderful piece of history to Toronto and marking Canada as a home of outstanding talent."

The walk committee is comprised of a group of individuals that has worked on this project for almost two years. Their hard-working efforts helped raise \$684,696. Together they made the criterion of the inaugural year's stars from over 100 nominations. They also organized the June 15th noon-hour public viewing, which will have eight independent producers present. That night they will stream the ceremony only on the Royal York Hotel. It will only be a night when the stars come out to shine.

By Peter Glavender in Toronto-based freelance writer



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Selling Canada globally

BY DAVID K. FOOT

A deep understanding of demographics will be key to this country's success in the marketplace of the future, argues David K. Foot, professor of economics at the University of Toronto and co-author of the best-selling *Boom, Bust & Echo: How to Profit from the Coming Demographic Shift*.



Photo by Rick Kavanagh

How to profit by reading the needs of nations

When Canada sent a trade delegation to Italy last month, a debate raged over its purpose. Was it an expensive junket at taxpayers' expense or an essential ingredient in Canada's ongoing commitment to international trade? Undoubtedly, the points will continue to swirl for their respective positions, but a careful analysis of Italy's people and their future needs was critically absent from those discussions. In fact, a careful understanding of the market needs of many of Canada's trading partners is seldom presented during discussions of potential trade opportunities. At last year's APEC meeting in Vancouver, the demographics of the member countries and the varied needs of their populations played no role in the final conversations. Because the boomer generation also exists in the United States, there is a tendency to assume that it plays a huge role everywhere, at least in the developed world. But what does the marketplace of Italy or the United Kingdom look like? And what about Japan or China? Understanding customers is a fundamental tenet of effective marketing, both locally and globally. Success in the global marketplace of the new millennium will depend crucially on having an awareness of the diverse needs of the world's customers. And Canada is in a unique position to understand those needs.

Most Canadians are mistakenly aware that Western Canada is younger than Eastern Canada. Some may even be aware that the echo generation exists in Ontario but not in Quebec. But few seem to know that it exists in all western provinces and not in any eastern provinces. For that reason, school enrolments have been increasing in Alberta, but declining in New Brunswick. Consequently, closing schools has been easier in New Brunswick than in Alberta. Similarly, if the needs for school materials or teacher services is greater in the West than in the East, many Canadians are also aware that those of Italian origin comprise one of the largest immigrant communities in Canada. The 1996 census revealed that in terms of usage, Italian was the fourth most common language, having been surpassed by Chinese in the 1980s. As a result, cultural ties between Canada and Italy continue to be important. Perhaps that is reason enough for the recent mission.

Since demographics provide a window on current and future needs, global demographics are an essential ingredient of developing effective trade opportunities as we enter the new millennium. How many Canadians are aware that Italy and Spain now have the world's lowest fertility rates? At 1.2 children per woman, they sit below Newfoundland, the lowest province on the fertility scale. How many realize that the serious health-care

and pension challenges facing Canada pale in comparison to those facing Italy? Today, seniors comprise 17 per cent of the Italian population, compared with only 12 per cent of the Canadian population.

But perhaps more importantly, the boomers in Canada have spawned a generation of children—the echo generation—who represent the foundation for future workforce and economic growth. No such boom and, therefore, no such echo exist in Italy. Italy is not a country that has a growing need for educational services: the population under age 15 sits at only 15 per cent compared with Canada's 20 per cent. In fact, the population of Italy—like a number of its European neighbors—is now declining.

Most Canadians can list China and India as the most populous countries in the world and, with a little thought, the United States as number 3. But before the recent turmoil, how many would have known that Indonesia was the fourth-largest market in the world? And how many can name number 5, which is Russia? Indonesia is much younger than Japan. A substantial 24 per cent of Indonesia's population is under age 15. On the other hand, the percentage of seniors age 60 and over is currently 16 per cent of the Japanese population, and rising; they have the longest life expectancy at an average of 80 years.

Such demographic differences can have major implications for the growth and needs of countries. They can determine which social and political issues are likely to emerge and where trading opportunities are most likely to be found. Creating jobs for young people is vital in Indonesia, whereas cutting out in the stock market to pay for rising health-care needs is a high priority in Japan. Needless to say, the export of pharmaceuticals and personal management services would be best suited to the Japanese.

This information is the essence of global marketing. And while Canada is firmly established as an important trading nation—as evidenced by its being the Group of Seven country with the smallest population—future success is likely to fall to those who best understand the needs of the nations where their products could be exported. In recent decades, international trade has driven international markets closer to home: the made-in-China label first became visible on children's kays, then on clothes, automobiles, electronics and even souveniers—made on a country other than the one they are designed to promote.

Canada has always been a trading nation. Back in the late 1920s when international commerce was at its primitive nadir, 17 per cent of Canadian production was traded. During the 1930s, the figure gradually rose to 25 per cent, encouraged in large part by various trade liberalization edicts supported by the General Agreement on Tariffs and Trade. In the 1980s, the Conservative government of Brian Mulroney brought the trading issue into sharper focus through the negotiation of the Free Trade Agreement with the United States. In the 1990s, there came the inclusion



Essays on the MILLENNIUM

of Mexico into a North American Free Trade Agreement and the birth of the World Trade Organization out of the GATT. The establishment of the WTO ended trade liberalization to include services.

Period to enter the new millennium, Canada has the global marketplace on its doorstep—like it or not. The knock on the door have been largely welcomed, even though they have occasionally resulted in the relocation of Canadian production to other countries.

can be identified through a careful understanding of demographic differences between nations. Migration credits can be used wisely and efficient trading patterns established that take into account Canadian interests. Demographics can provide a solid foundation on which to build trade relations into the future.

The 10 most populous countries each live in excess of 100 million citizens—which is more than three times the size of Canada's population. By 2010, Pakistan will

be living down 100 million, while Nigeria and Bangladesh are expected to push Russia and Japan back into lower positions. Mexico is expected to enter the 100-million club, and both the Philippines and Vietnam will be knocking on the door. Of course, while a large population inevitably means a substantial market size, it does not automatically translate into ability to pay. Brazilians today have more than five times the per-capita income of the Chinese. Indonesians have more than one-third more income than the Chinese, although with the recent demise of the rupiah, that estimate may be on the high side.

And size alone tells little about the needs of a specific marketplace. Many births signal the need for maternity wards, a large preteen population translates into a tremendous demand for schools and teachers, a high growth rate of youth in their late teens and early 30s creates a demand for new jobs—and, in turn, a demand for transportation systems to ferry the new workers to their workplaces. Those in their 30s and early 30s, focused on new family formation, add pressure to the construction and housing sectors, plus continue demands on road, rail and communications networks, including computer services. The forty-somethings foster the eyeglass and travel industries, while those in their 50s inevitably increase the demand for financial planning.

Typically, children continue the cycle, providing the workforce of the future. But if there are too many children, they can tax any society's ability to provide the necessary ingredients to successfully integrate them into the workplace. Similarly, the elders of society, whose active work years are behind them, need support from current workers. A high proportion of elders inevitably results in demands on income support systems and the provision of health-care facilities. The provision of those facilities and services taxes the current workers.

In the extended family, both the grandparents and the grandchildren are the responsibility of the working members of the household, whether they are tilling the fields or working in offices. But modern society has moved away from the extended family and increasingly has turned to government to ensure that all members of society share in the wealth—no poverty. Whether it is schools for the children or income support for the elderly, current workers must

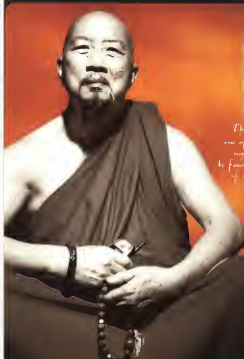
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World's most populous countries

Current rank / Country	Population (in millions)	Percentage under 15	Percentage over 65	Annual increase per capita	Proportion in 2010	Rank in 2010
1. China	1,243	20	6	1,910	1,394	1
2. India	989	36	6	950	1,197	2
3. U.S.A.	278	22	13	41,500	296	3
4. Indonesia	207	34	4	1,600	239	4
5. Brazil	162	32	6	4,500	184	6
6. Canada	147	26	13	3,400	142	6
7. Pakistan	142	43	4	710	193	5
8. Japan	125	15	16	60,000	126	10
9. Bangladesh	123	43	3	400	148	8
10. Nigeria	122	48	3	350	150	7

The furniture industry, for example, saw much of its lower-value production move south of the border, while the WTO removal of tariffs and quotas on cottons and synthetics hastened the decline of Canada's textile and apparel industry.

A number of Canadian companies have taken advantage of the opportunities for offshore expansion. Major international multinationals, such as farming giants in Mexico and the Far East, and Northern Telecom are now producing hardware in Brazil. But many of the research and development jobs still remain in Canada. While the benefits and costs for Canada of increased trade continue to be disputed, the fact of increased trade does not. Today, Canada trades almost 60 per cent of its production.

Globalization is an unaltered reality of Canada's future. While we have embraced it in the past—sometimes with severity, sometimes with trepidation—capturing the trade benefits is an important key to future domestic prosperity. What will pay for future pension and public health care? Trade in auto parts, lumber, paper and computer hardware and software, plus the selling of services, architectural, financial, common customs and business consulting.

Trading is one thing; marketing is another. Marketing success demands an understanding of your customer's needs, both current and future. Do we as a country understand the marketplaces of the global world? With all the demographic, economic and cultural differences that exist globally, it is impossible to do justice to this vast issue. However, target markets

**Targeting
markets
through
careful
research**

Essays on the MILLENNIUM

be taxed to pay for these programs. Inevitably, a high percentage of youth or seniors results in higher taxes on the current generation of workers.

How these needs are satisfied by church, community, companion or country—whether by the public or private sector—may vary significantly across countries. But while needs and cultures may differ around the globe, many basic needs do not. Demographers provide a clear indication of what those needs are likely to be. Young societies need education, trans-

ed States (2 per cent) than in Canada (1.6 per cent), the echo generation is larger south of the border. And in spite of a lower life expectancy (76 versus Canada's 78), the Americans have a slightly larger share of seniors (13 per cent as opposed to 12 per cent in Canada). As a result, Canada has 2.13 workers per dependent, better than both the United States and Europe.

The conclusion? Canada is in a unique position entering the new millennium of global trade. Demographically, it is one of the most favored countries in the world, with a relatively low share of young and seniors, and a high share of the population of working ages. The mature boomers generation is now in its prime working years. Born between 1947 and 1966, they are predominantly in their 30s and 40s. The first boomers reached 50 in 1997 and is still a long way from the senior years.

Canada has a golden opportunity to market to the world over the next decade. The challenge is to take advantage of our age structure. Being between the younger marketplaces of Africa, Asia and South America and the older marketplace of Europe, Canada is in an excellent position to understand the needs of all countries, whether it be schools for the young, houses and cars for the young adults, communications and management services in the workplace, or retirement services for older workers and pharmaceuticals for seniors.

Moreover, the boomers' children—the echo generations—are entering the workforce, growing the Canadian economy. Meanwhile, the boomers themselves are entering their prime savings years, generating the wealth to support economic growth. The tax base can expand again if we ensure that these workers have productive jobs. With the unemployment rate remaining high for so many workers and drifting upward for older workers, there remains a big challenge, but one the nation must confront to take advantage of its golden era in global trade.

Canada has many other advantages in the expanding global marketplace. The population is, on average, well educated and poised to participate in the knowledge-based economy of the new millennium. The economic advantages of a well-educated workforce and an attractive exchange rate, past immigration policies have left their mark both linguistically and culturally. Such diversity is a major asset: whether in China, Chile or Chile, Hong Kong, Holland or Honduras, Uganda, Uruguay or Ukraine, or even Utah, Utah or Utah.

Canada has the potential to draw on that diversity to underpin its economic and trade relations. But to ensure success in a competitive global marketplace, it is necessary to have an effective marketing strategy. Business leaders, trade negotiators and politicians must understand the needs of the world's consumers. Knowing that Italy is much older than Indonesia and that Japan is much older than Mexico can go a long way to understanding the needs, interests and needs of each market. Demographic information can provide a solid foundation to a focused approach, an essential window to the global customers of today and, perhaps even more importantly, of tomorrow. Failure to do so will lower Canada's stature in the new millennium, doing so will secure our position as the most coveted and respected trading country in the world. □

World fertility, life expectancy and dependency 1998

Region	Population (billion)	Fertility rate (children per woman)	Percentage under 15	Life expectancy	Percentage over 65	Workers per dependent
Africa	763	5.6	44	52	3	1.13
Asia	3,664	2.6	32	65	6	1.63
Europe	728	1.4	10	73	14	2.03
North America	366	2	21	75	13	1.94
Oceania	30	2.4	27	73	10	1.7
South America*	500	3	34	69	5	1.56
World	5,928	2.6	32	65	7	1.56

structured and technology products whereas older societies need travel, finance and health-care services.

While no nation is perfect, the demographic status is likely to be unmatched in its accuracy. Dematic changes such as the breaking of the former Soviet Union or the recent Asian flu can significantly influence the ability to provide for basic needs, but they do not eliminate them. The vision in Eastern Europe need not be swept away, while the youth in Indonesia need jobs, regardless of the economic turmoil that surrounds them.

Asia accounts for 60 per cent of the world's population of 5.928 billion, and North and South America combined have a larger population than either Africa or Europe. Globally, 32 per cent of the world's population is under age 15, not seven per cent as 65 and over. As a result, there are 1.56 workers for every young person and senior. The youngest region of the world is Africa. With a registered fertility rate of 5.6 children per woman, it is not surprising that 44 per cent of its population is under age 15. However, because life expectancy in Africa is only 52 years, 24 years below the world average, only three per cent of the population reaches its senior years. Nevada does almost exclusively on the young, but there are only 1.13 providers per dependent.

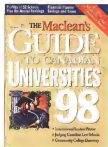
At the other extreme in Europe, the oldest region of the world, thanks to low fertility. Even though life expectancy is somewhat shorter than in North America, Europe has the highest proportion of seniors in the world (14 per cent), but also the lowest proportion of young people. As a result, it has more than two workers per dependent, the most favorable ratio in the world. But depending on personal health care as seniors can be expensive, numbers alone do not tell the whole story.

The next most favored region demographically is North America, where there are 1.94 workers for every dependent. Since fertility is higher in the United

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WHAT MATTERS TO CANADIANS





Peter C. Newman

Warning of nuclear war before 2000

Since he was paid a cool \$600 million for his stake in the mineral deal of the century—the giant Voisey's Bay nickel deposit in northeastern Labrador—Robert Friedland has become the elusive, foppish of Canadian business. A seldom-seen or heard-from presence, he has reticently agreed to meet in the Canadian consciousness, except on a distant and rocky island.

Mystery has its own currency, and Friedland makes the most of it. He nurtures the existential aura of a man who shares urgent secrets with the universe, and in a way he does. Now headquartered in Singapore, he spends most of his time in the air, aboard his \$30-million corporate jet, touring Asia and the Pacific on the hunt for new mineral plays that, if successful, will extend his reach to the

wildest shores of capitalism: oil strikes in forbidden regions of China, an iron-ore development in the Taiwanese mountains, a red-gold mine in Indonesia. Along the way, he gathers disquieting intelligence about the region's accelerating economic and political crisis.

I spent a couple of hours with Friedland recently, during one of his brief stopovers in Vancouver where Southern Capital City, his holding company, will maintain a discreet presence. His message was as terse as it was dramatic: "Look, there's trouble on a biblical scale headed our way. Looking back, his comments seem like a rant, but then I remember that a year ago he predicted almost precisely the current Asian economic meltdown. "You can take the whole world reversion to tribalism, global warming, and everything else that's going on, and forget it," he told me. "It's trivial compared to the looming nuclear war between India and Pakistan. Without the shadow of a doubt there will be the greatest human confrontation in history between them, and soon, certainly before the year 2000. I was in India for 10 years. I speak Hindi and understand Urdu. I've recently been on the ground in both countries. When Nawaz Sharif, the Pakistani prime minister, announced the testing of his country's nuclear bomb, he told his people the world will try to impose sanctions on them, but 'We have taken the path shown by Allah. We have jumped into these flames without thinking through our minds and calculating, but going into a decision made by our hearts, the decision of courage.'"

"And don't forget," warns Friedland, "India has developed the H-bomb, not just a fissionable weapon, also, remember the distances involved—it would take, precisely 120 seconds between the time either India or Pakistan launched a nuclear bomb and the moment of its impact." He says that Jews and Muslims are brothers compared to the profound hatred between the two Asian rivals, and once a time just after partition, when sectarian hostilities were deep-

ping trenches across the border to emphasize their rates of ethnic cleansing and to show each other how angry of the enemy they were killing. (Islamic men are circumcised while Hindus are not.)

In case you're reading Friedland's musings with a shrug, convinced that what he's describing may be useful but is very far away, Friedland adds a footnote: global winds blow from west to east. Radiation from any nuclear conflict in Asia would blanket Canada.

Then there's Indonesia. "It's a bit like the last days of Rome," says Friedland. "Granted, the shah was a vicious autocrat and stole the national treasury blind, but he did create a middle class and imposed order of sorts which turned into anarchy as soon as he lost power. With Suharto gone, Indonesia is caught inescapably in a similar negative spiral about two orders of magnitude worse than anyone can imagine."

He describes how the new revolutionaries have been cooking the families of local Chinese merchants in their cars—ordering them into their vehicles at gunpoint, then setting them on fire while people dance on the street, watching them burn. The Chinese, who controlled 80 per cent of Indonesia's economy with their per cent of the population, face the same horrendous fate, says Friedland, as Jews did in Germany. He foresees a terminal meltdown of the Indonesian economy; already the value of its currency has plummeted 50 per cent since the U.S. dollar. And there is no credible political or financial plan to rescue the country.

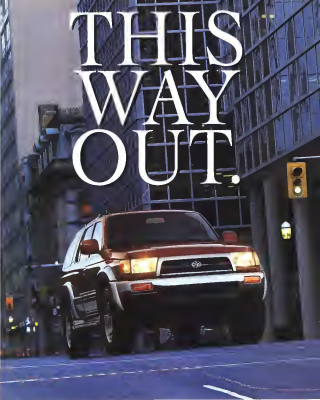
"South Korea isn't much better off, but the key will be Japan. 'As the value of the yen slides ever lower and banks continue to fail,' predicts Friedland, "the only rational solution will be to inflate the currency, so that Japanese consumers dig their savings from under their mattresses and start spending again. But the very act of inflating the currency will reduce the value of the currency to the point where, perhaps as far down as being worth only 250 yen to the U.S. dollar." (It closed last week at 300 yen.)

It would force China to revalue the exchange rate of its yuan which, in turn would set off another round of even more deadly devaluations throughout Asia. "What we have seen to date," says Friedland, warning to his subject, "has been merely the first phase in this infernal, behind-the-scenes series of tragic events. Of course, Canada would be a prime target if the Japanese have to sell their overseas bond and other holdings." The wars "in any such deflationary meltdown, cash would be king. Nobody would want to hold mortgages or debt of any kind. The economy would just wind down."

"Remember," Bob Friedland warns, "we haven't been able to power Russia with the whole free world putting pressure on Iraq and imposing sanctions, so how do we police India and Pakistan, when we know they have nuclear weapons and intend to use them?"

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